



The Coin Machine Review

OCTOBER, 1939

ROCK-OLA *Counter Model* Phonograph

With SEPARATE SPEAKER offers Revolutionary
Advancement in COUNTER MODEL Development



Cash in on the Profit Possibilities of the Small Spot with *Luxury Lightup* Counter Models

Set it on the bar, counter or table—right at the patrons' fingertips—as COMPLETE a little phonograph as ever built! Breath-taking in its cabinet beauty—greater areas of colored catalin—unrivalled animated colorful lightup effects, mechanical perfection and true-to-life tone. Only 22 $\frac{5}{8}$ " high, 24" wide, 21" deep, fully selective—plays twelve records. It's sturdy, durable—a beautiful phonograph which makes possible many new profitable locations.

Features

- ★ Movable speaker eliminates direct blaring in the ears of customers—speaker can be placed for greatest acoustic advantage.
- ★ Incorporates the proven Rock-Ola 12-record mechanism—dependability established by years of trouble-free function.
- ★ 5c and 10c drop style coin chute—for the first time in counter model construction.
- ★ The famous Rock-Ola 99% slug proof coin chute gives you the same protection received in large models.
- ★ Colored moving luxury lightup features stimulate play appeal and draws the crowd.

There's a crying need for the Rock-Ola counter model in smaller locations—cocktail lounges, small restaurants, cafes, drug stores, confectionery stores, etc. GET IN TOUCH WITH YOUR NEAREST ROCK-OLA DISTRIBUTOR TODAY.

Movable Speaker Placed Where It Does Not Blare Directly at Patrons and Offers Best Acoustic Advantages!

Place the phonograph where everyone will see it—the colorful cabinet with Luxury Lightup is very appealing—it will gather in the coins. Place the speaker up high so the place of business can have volume without having it blare right at the patrons. This revolutionary development offers perfect control over acoustic variances in locations—with its wonderful tone quality you have perfect placement control permitting you to offer the "Best there is in Music."

★
ROCK-OLA
SELLS
OPERATORS
ONLY

ROCK-OLA

KEEN-A-BALL

LOT-O-FUN FEATURES WITH
AMAZING NEW REFINEMENTS!

**SURPASSING
LOT-O-FUN
COLLECTIONS!
'NUFF SAID!**

3 WAYS TO WIN!

- By lighting up either Card and its Key-Lite!
- By Skill Points over 12 in first game!
- By Total Score exceeding 30 for 3 games in a row!

CUMULATIVE SCORING!

Totals continued into next game for
3 consecutive games!

REGULAR MODEL **\$89⁵⁰** FREE PLAY **\$94⁵⁰**

IMMEDIATE DELIVERY ON ALL MACHINES

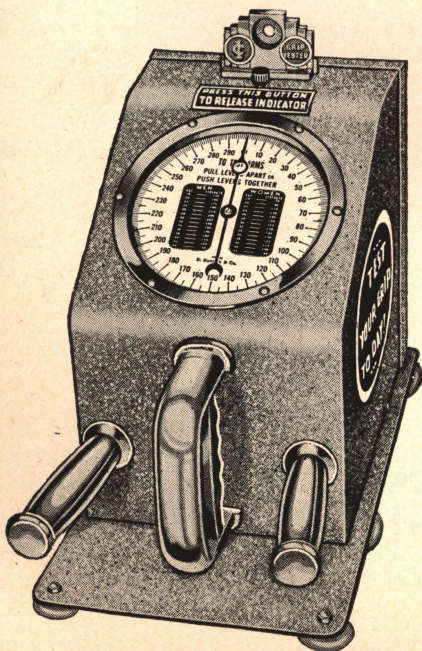


TESTED
AND
PROVEN
ON
LOCATION!

THE SMASH-HIT OF LEGAL MONEY-MAKERS!

DE LUXE GRIP SCALE

3-WAY STRENGTH-TESTER



100% Legal!

\$19⁵⁰

WRITE FOR
QUANTITY PRICES

Back in production by insistent popular demand! New, improved GYP-PROOF NON-CLOG COIN SLOT, cannot be operated with soda straws, etc. — BUTTON INDICATOR CONTROL for competitive play — TENSION ADJUSTMENT — BELL ADJUSTMENT — ALL CHROME HANDLES and trim, etc. METAL STAND, \$2.50.

D. GOTTlieb & CO.
2736-42 N. PAULINA ST. CHICAGO

3
COIN
MACHINE
REVIEW

Guaranteed Reconditioned Machines

FREE PLAY NOVELTY GAMES

Arrowhead	\$44.50
Fair (new)	41.50
Gun Club	37.50
Liberty	44.50

Special!

High Lite BRAND NEW	\$49.50
Zenith, BRAND NEW	\$59.50

Mechanically Perfect PHONOGRAPHS Cabinets Refinished

SEEBURG Rex (20 Records)	\$119.50
SEEBURG Royale (20 Records)	129.50
SEEBURG K15 (15 Records)	79.50
SEEBURG Model A	31.50
SEEBURG Model B	31.50

SEEBURG Model C	39.50
WURLITZER P12	34.50
WURLITZER 412	52.50
ROCK-OLA Rhythm King (12 Records)	49.50
MILLS' Dancemaster	17.50
MILLS' Deluxe Dancemaster	21.50
MILLS' Studio (1938 Model)	79.50
SEEBURG Gem, 1938	169.50
SEEBURG Regal	179.50
CAPEHART (20 Records)	49.50

SLOTS

5c Blue Front Gold Award	\$27.50
5c Mills Futurity	29.50
5c Jennings Chief (late model)	27.50
10c Cherry Bell	49.50
5c Caille	19.50

Terms 1/3 Dep., Balance C.O.D.

Beautiful illuminated grill installed on all models, \$10.50 extra.
Write for copy of our illustrated Phonograph Catalogue—also list of reconditioned
Free Play Games, Paytables, Consoles, Slot Machines and Counter Games.
Cable Address: ATNOVCO

ATLAS NOVELTY CO.

THE HOUSE OF FRIENDLY AND PERSONAL SERVICE
2200 N. WESTERN AVE. CHICAGO, ILLINOIS

EDITORIAL

Mexico . . . a revelation!

● If you're thinking of packing your trunk, crating your equipment and heading for Mexico . . . skip it!

True, Mexico abounds in opportunities for coin machine operators but certain restrictions make it mandatory for an operator to know definitely just what he can, and cannot, do before he goes too far.

In the last few years under President Cardenas the Mexican people have become tremendously conscious of the value of the natural resources of the country and the ways in which outsiders were stripping the vine of its fruit. Cardenas has instilled a "Mexico for Mexicans only" thought in the minds of the people and laws and regulations have been passed making it impossible for foreigners to come into the country, milk it of a substantial fortune, and leave.

Everyone is familiar with the Mexican government's "grab" of the oil wells owned by American and British interests. This act is indicative of the general attitude of the Cardenas government towards outsiders. Americans now in Mexico, and there are only 5000 in Mexico City with a population of 1,750,000, do not know when their very businesses might be seized.

We talked with several in Mexico City and they convinced us of the fallacy of endeavoring to accumulate land, wealth, etc., in Mexico. One chap, a friend of ours,

publishes a daily newspaper for the American colony in Mexico City. He has been there over 30 years and expects any day to be ordered to discontinue his business and leave the country. AND, mind you, this fellow is an out-and-out Mexican sympathizer. He has lived there for years, loves the country, speaks the language fluently, and would gladly spend the rest of his days there and give of his ability for the furthering of the Mexican Republic, BUT . . . he isn't a Mexican by birth and that counts.

In Mexico City about 200 phonographs are in operation. Most of them are old "klunks" with about 50 being new machines. Two operators, native Mexicans, have the machines but they haven't begun to touch the field.

Dozens and dozens of places we visited told us they had begged for machines and been turned down repeatedly because machines were not available. One spot has about a hundred dancers nightly and they dance until morning in Mexico. They had asked both operators repeatedly for a machine and still didn't have one.

Music machines operate on a ten cent piece which is equivalent to two cents in our money at the present rate of exchange. Surprising too is the fact that popular numbers in this country "click" beautifully in Mexico. Of course a fair supply of Mexican music is used on each machine too.

On the marble machine front we didn't see one although several location owners said they'd like to have them. It is doubtful if Cardenas would permit their operation for he has closed up everything that

might be possible competition for the National Lottery operated weekly by the government for the poor with terrific prizes. Main award the week we were there was \$200,000.00 American money, or one million pesos Mexican money.

We saw no vending machines and it is also doubtful if they would prove profitable for hundreds and hundreds of people patrol the streets of the principle cities selling cigars, cigarettes, candies, etc. Most of these people depend entirely on their sales for a livelihood and without a doubt the Cardenas government would not issue licenses to any machine that might provide competition to these natives.

There is only one legitimate way an operator can crash the restrictions and establish a profitable operation in Mexico and that is through a native Mexican. He must be the front man, and confidentially too, on all your activities and you must hire Mexican help exclusively.

We shall be glad to answer any questions within our power that might not have been answered by the brief report above if you will write us. ♦

Robbins Announces New Counter Game

BROOKLYN—In line with the policy of D. Robbins & Company to always be on the alert for new money makers for operators, a new Midget Baseball counter game is now being offered. The machine is a penny amusement device which requires only 10 inches of counter space. It is played with rubber balls and genuine skill is required to register a winning score.

The machine vends a ball of gum for each penny, making it a desirable machine in every territory. ♦

Try "Pick-A-Packs" FOR PROFITS



The New Outstanding Counter Game

ACTION-THRILLS-SUSPENSE
A SURE PENNY GETTER
Wherever Cigarettes Are Sold.

\$23⁷⁵ F. O. B. CHICAGO
1/3 deposit with order.

Money refunded if not satisfactory.
\$60.00 to \$120.00 per month per Machine.

AGENTS WANTED.
BAKER NOVELTY CO. INC.
2626-32 Washington Blvd., Chicago

BRASS CHECKS For PIN GAMES

	1c	5c	10c	25c
5000	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickle plated checks add \$1.00 per M to above prices.
Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

NO CASH VALUE—SOLID OR WITH HOLES



Coin Machine OPPORTUNITIES

V

by

HAROLD S. KAHM

Author of "New Business Opportunities for Today"

(This is the fifth in the series of New Operating Opportunities we are presenting from the pen of Harold S. Kahm, author of "New Business Opportunities of Today." Kahm was born and reared in the amusement industry and is fully qualified to discuss opportunities existent today for enterprising operators. An exclusive REVIEW feature.—The Editors.)

1. The Atlantic and Pacific Oceans might not, at first glance, appear to be a profitable place in which to install coin-controlled machines, but actually they represent an undeveloped opportunity. It is not that the fish have suddenly become equipped with nickels, dimes and quarters, but rather that the thousands of very human beings who throng the seas every day in the year definitely are so equipped. I refer, of course, to passengers and crew members of transoceanic vessels.

A word of explanation is needed here: The average ocean liner no matter how small, provides a variety of entertainment for its passengers. There are free movies, dances, parties, concerts, deck games and sports, and similar attractions. However, it is the first class passengers who receive the bulk of this entertainment. The ship's orchestra plays for them during mealtime, and at their evening parties. The tourist and third class passengers have the orchestra at odd hours, generally when it is not playing for the first class.

Nevertheless, the majority of the average liner's passengers travel in tourist or third class. The entertainment needs of these passengers are never fully satisfied. Hour after hour, day after day, they have nothing to do except sit around in their deck chairs, and wait until mealtime—always an event at sea because it breaks the monotony. The day time isn't so bad—then there are deck sports, and an hour's afternoon concert by the ship's orchestra. It is the idle hours of the evening after dinner, when there is no dance or movie scheduled, that time drags. Most of the time it is too chilly at night after the sun goes down to sit out on deck. So the passengers gather in the main lounge and sit. Some play bridge listlessly, but mostly they just sit and yawn and wait for bedtime.

Here is the golden opportunity for the coin machine operator. A phonograph alone would be an excellent installation, because nothing is quite so popular aboard ship as music. All types of automatic amusements that do not involve rolling balls are certain of a welcome. Pin ball and other types of ball games where the ball must roll over a surface are not advisable because of the movement of the ship.

Steamship companies are anxious to pro-

vide as much entertainment as possible for their passengers, so it is quite likely that most lines would be glad to entertain your proposition.

Thus far I have spoken chiefly of the tourist and third class passengers as the best potential customers. This is true, for the most part, but on the same ships there are potential customers equally worth cultivating—the members of the ship's crew which may number into the hundreds. Ordinarily, no amusements whatever are provided for them, and most of them are bored to death during their free hours, off duty. Coin-controlled amusement machines installed in their quarters would be certain of heavy patronage.

Although the big liners offer the largest money-making opportunities, the smaller freighters should not be overlooked. Many freighters carry a limited number of passengers in addition to fairly large crews. No entertainment whatever is provided for the passengers or crew, and the Atlantic crossing takes an average of eleven days. The days are mighty long, when you have absolutely nothing to do. Amusements are at a premium. Hence the opportunity to install machines on freighters.

The Atlantic and Pacific are not the only oceans that have heavy boat traffic. There are also the Caribbean, and the Gulf of Mexico, all bordering the United States.

It's a wide-open field for alert coin machine operators. In fact, one might say that the field is as wide as the ocean!

2. Many of the new streamlined trains have special lounge cars which are actually rolling bars. A typical example is the Tip Top Tap of the Hiawatha, plying between the Twin Cities and Chicago. These bars are invariably crowded during the entire run, because of the dearth of amusements aboard trains. There is a great demand, in these cars, for music. A few lines have tried radios, but these have not been successful because stations are constantly fading out as distances change, and often there is static. What is greatly needed in each of these taverns on wheels is a small coin-controlled phonograph. The railroads, eager to offer new novelties to their passengers, would be glad to listen to a proposition.

3. In every country in the world, from time immemorial, flower vendors have plied their trade. In most cities in the United States, however, the flower business is in the hands of a few established florists with regular stores. In New York, however, it has been proven that the old-type flower vendor, hawking his wares in subway stations, outside of theatres, restaurants, office buildings, etc., is still a highly successful institution. But even in New York, there are thousands of profitable locations for flower sales left untouched.

Can fresh flowers, such as the popular gardenia, that sells for a quarter, be sold by automatic machines? The answer is yes! Each gardenia spray is enclosed in a cardboard box, and the vending machine, which has a quarter slot, may contain an ice compartment, or even electric refrigeration. If the front of the machine is glass, and the flowers are in boxes composed largely of cellophane, it will afford a beautiful display. If desired, the machine may have two separate vending compartments, one for small corsages of roses and sweet peas.

The types of suitable locations are almost too numerous to be listed. On the sidewalk in front of any type of store, in hotel lobbies, cocktail lounges, restaurants, theatre lobbies—anywhere where the better class of people are to be found.

New York is by no means the only city where these coin-controlled flower shops may be located. Any large city is a good bet.

The flowers may be purchased in quantities from the wholesale florists. Each corsage is accompanied by a long pin. The profit is high, running in the neighborhood of one hundred per cent. That there is a steady demand on the part of the public for flowers of this type is demonstrated by the fact that the public has been buying them steadily for more than two thousand years—a good recommendation for any industry! ♦

Television Forges Ahead in L. A.

HOLLYWOOD — Unknown to most people, television is in actual operation in Southern California, station W6XAO, owned by Thomas S. Lee having already presented 2440 programs since its founding December 23, 1931.

There are 600 televiewers in the Southland and shows are fed to them three nights a week, with plans calling for augmented live talent shows this fall.

The Lee transmitter, located at Seventh and Bixel streets, operates on 441 lines. Public demonstrations of television are given Wednesday nights at 7 by the Hollywood Television Society at 7377 Santa Monica Boulevard. There, in the county-owned auditorium of Plummer Park, members assemble their home-made sets for demonstration. Factory sets can be purchased locally for prices ranging upward from \$250.

Because altitude of antennae increases the range for television, Lee recently purchased the 23-acre site atop Mt. Lee just behind the giant HOLLYWOODLAND real estate sign overlooking Hollywood and plans to erect there the first station in the United States built exclusively for television. The ultimate expenditure for this will be more than half a million dollars. ♦

Canadian Currency Shorts N. Y. Ops.

MONTREAL (RC)—Coin machine operators in northern New York state are losing money from Canadian nickels deposited in their machines because of the depreciated value of Canadian money in terms of United States currency.

With the Canadian dollar discounted as much as 14 cents, Canadian 5-cent pieces will represent a substantial loss when operators attempt to cash them in at their banks. ♦

"That fellow in the front row hasn't enough meat on his ribs."

"Why, dearie! How do you know?"

"He's my butcher."

5
COIN
MACHINE
REVIEW

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size $\frac{3}{4}$ " x $2\frac{1}{2}$ ". Can have any lettering or numbering on plate within reason.

50 @ 7c	each	—	Total \$ 3.50
100 @ 5c	each	—	Total 5.00
250 @ 4c	each	—	Total 10.00
500 @ $3\frac{1}{2}$ c	each	—	Total 17.50

Write for Circular on
BRASS TRADE CHECKS

Established 1872
W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago, Ill.

Parking Meters Give Job to Boy

ST. LOUIS (RC)—An unusually enterprising business in connection with Topeka, Kansas' parking meter system was uncovered recently, when police questioned a young boy who spent all day walking the length of Topeka's main street, ostensibly stopping at every parking meter to make a notation in a notebook. Stopped and asked why he made such regular trips up and down the avenue, the boy answered readily enough, and amused the city management heartily. It seemed that, being unemployed, the boy saw a fertile field for profits in watching the meter flags on every stop on the curb. When he saw one about to drop, signifying overlong parking, he dropped in a nickel of his own, then awaited the guilty car's owner. When the latter approached, the boy informed him what he had done (probably saving him a ticket) and received his nickel back, usually with a tip. Only one loss was recorded in over 200 meters thus served, and the boy estimated his profits at \$1.90 for the day's work. Police released him, puzzled

whether an ordinance could be considered broken, and the boy expressed hope that no competition would arise. ♦

Business Booms for Monarch Coin

CHICAGO—Things are humming at Monarch Coin Machine Company and every day scenes truly depict the fact that the well-known "corner" has been passed.

Al Stern, who recently joined Roy Bazelon, reports that Monarch is enjoying a tremendous export business and that the firm is now moving more equipment than at any time in its history.

Bazelon returned from a short vacation on the West Coast in September to find a stack of orders piling up. Fair prices, honest handling and a square deal for every customer has materially advanced Monarch as one of the outstanding jobbing and distributing organizations in the Middle West.

In addition to new and used machines sales, the firm also maintains a crack repair department for rebuilding and repairing games, phonographs and counter machines. ♦



Garment factory workers welcome cool refreshment from Bally Beverage Vendor in Jacob Seigel Co., Philadelphia plant.

He dropped around at a girl's house, and as he ran up the steps he was confronted by her little brother.

"Hi, Billy."

"Hi," said the brat.

"Is your sister expecting me?"

"Yeah."

"How do you know?"

"She's gone out."

6
COIN
MACHINE
REVIEW

Still They Sell!

Since we first announced these unusual exclusive items we've sold dozens of them to REVIEW readers. These

HOLLYWOOD PARTY MUDDLERS

steal the show at any party. Hand-turned varnished wooden muddlers exquisitely gift boxed. Shadow on long side of muddlers reveals nude male and female. Very realistic. Ideal as salesboard premium, too. Volume business permits the low price of

\$1.95

SIX SETS FOR \$10.00

HIT No. 2—

RO-TRAY ASH TRAYS. A new item just received. Round in shape, $4\frac{5}{8}$ inches in diameter, sides covered with gray or blue leather with felt base. Ash tray top of stained glass, with slot for cigarette ejection. As tray top is turned cigarettes pop up. Holds full package and each cigarette has individual spring. A real he-man item worthy of a choice spot in the finest office suite or home. Only

\$1.50

ALL MERCHANDISE SHIPPED PREPAID AND INSURED.
YOU MUST BE PLEASED OR YOUR MONEY REFUNDED.

LITTLE GIFT SHOP

1115 Venice Blvd. Los Angeles, Cal.
OWNED AND OPERATED BY THE COIN MACHINE REVIEW

Mr. Manufacturer:

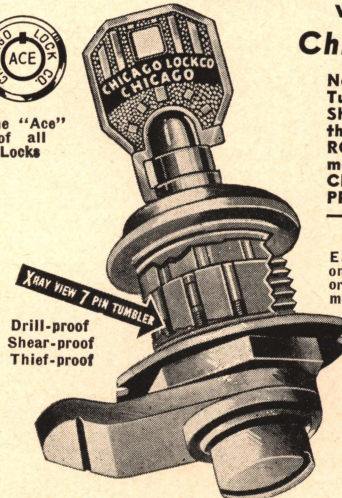
**"Sell PROTECTION
— as well as Profit"
and You'll Sell MORE Machines**

PROTECT YOUR CASH BOXES

with the Thief-Proof
Chicago "Ace" Lock



The "Ace"
of all
Locks



Note ingenious, patented 7-Pin Tumbler construction. Drill-proof. Shear-proof. Thief-proof. Only the famous duplication-proof Ace ROUND Key opens it. Equip your machines with the Thief-proof Chicago "Ace" Lock — "Sell PROTECTION as well as Profit" — and you'll sell MORE machines.

Easily installed on new machines or as replacements . . .

Standard Equipment on America's Leading Coin Operated Devices



Remember—THERE'S A CHICAGO LOCK FOR EVERY PURPOSE. Ace Locks, Double Bitted, Single Bitted Locks, Padlocks, too, . . . and all insure "UTMOST Security—LOWEST Cost."

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. 9A, Chicago, Ill.

Famous Ace ROUND Key Defies Fraudulent duplication.

"UTMOST Security — LOWEST Cost"

NEW *Bally* POKER PAYOUT CONSOLE

**SIMPLE
ALL-ELECTRIC
MECHANISM**

•
**EQUIPPED WITH
SLUG-PROOF
NATIONAL
SLUG REJECTOR
COIN-CHUTE**

•
**PERFECT
NON-CYCLING
SHUFFLE
INSURED BY
NEW POSITIVE
VARIATOR**

•
**BEAUTY
IN EVERY DETAIL**



Royal Flush

Drop a coin and deal a hand from the deck on wheels! ROYAL FLUSH plays official poker on 5 reels. When spinning stops, all-electric mechanism responds to the "show" with mystifying accuracy and immediately releases proper payout on 3-of-a-kind or better! Six different payouts and a juicy jackpot! No wonder ROYAL FLUSH is already monopolizing the play in choice locations, earning biggest profits in coin machine history. For complete description and prices, write BALLY MFG. COMPANY, 2640 BELMONT AVENUE, CHICAGO, ILLINOIS.

7
COIN
MACHINE
REVIEW

New Orleans

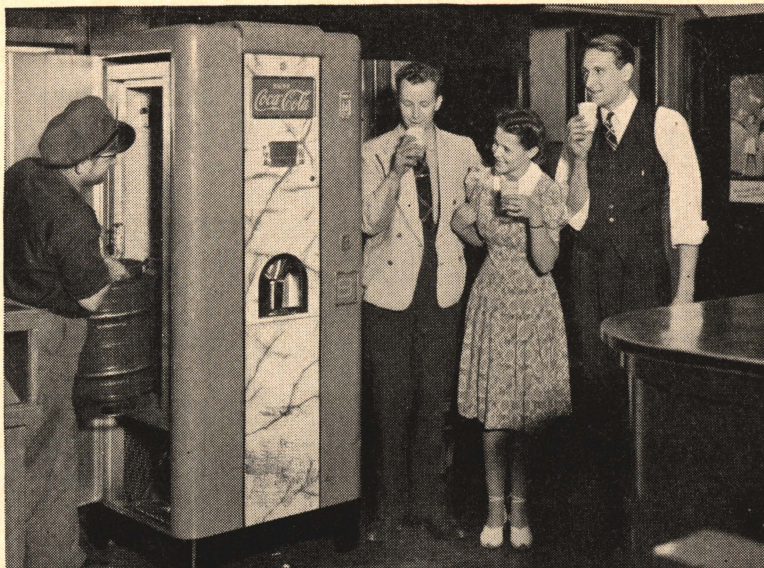
By W. L. ROSS

Members of the coin machine trade in this city are unusually optimistic in autumn of 1939, after one of the largest tourist seasons on record. There were several unusual high-lights of the summer months, including Bally Chevron's introduction with a great deal of success, and the expansion of phonograph routes to cover almost all potential territory in the city.

Such famous old taverns and drinking centers of the Old French Quarter as the Dominic Restaurant and Old Absinthe House have been modernized by the introduction of new Wurlitzer and Seeburg phonos, blending in surprisingly well with colorful oil murals and ornate decorations which characterize these unusual locations. It is not unusual now to hear Tommy Dorsey where Pirate Jean Lafitte once sang, and to see jitterbug dancing on the same floors which were used by stately ladies and courtiers of old France in Louisiana.

Pinball and amusement machine operators of the city are watching with interest the career of Louis Boasberg, now operating one of the largest pintable routes in the Gulf States, from New Orleans eastward along the Gulf of Mexico towns. Boasberg, in addition to being well known for his machines, was a former All-American choice playing football at Tulane University, and was mentioned on most second All-Americans of the country. He went immediately into machine operation upon graduating from Tulane in New Orleans, and has been building steadily ever since.

President George Brennan of the United Music Operators' Association reports membership excellent, now representing coverage of nearly 90% of all operators in the southern part of Louisiana. Release of former stringent service requirements, and the adoption of uniform union regulations on electrical service, has made the path of the phonograph operator much more simple to tread. One of the largest Wurlitzers ever



Large offices are reported as A1 spots for cold drink machines. Photograph shows Bally Beverage Vendor in West Coast offices of a large mail-order company.

delivered in New Orleans, incidentally, was recently placed in service at the beautiful Yacht Club on the shore of Ponchartrain Lake, the first time this historic club has used any type of "canned" music whatsoever.

The membership of the New Orleans Coin Machine Operators' Association has announced its officers and management until late 1940. They are: president, Julius Pace, Dixie Coin Machine Company; vice president, Jules Peres, Melody Amusement Company; and secretary-treasurer, Frank Alessi, Standard Novelty Company. The membership now amounts to 120, and includes operators in New Orleans, Metairie Parish, and all surrounding towns of the Mississippi Delta region. 1939 has been a fairly quiet year for operators, Pace announced, with little or no adverse legislation or taxation to deal with. Despite New Orleans' muddled political situation, where federal indictments are as common as traffic tickets, the coin machine industry has been allowed to function on a profitable, unhampered basis.

George Baker, Louisiana Amusement Company official, has returned to New Orleans from a trip which took him to his home in Indiana, Hot Springs, Arkansas, and Houston, Texas. Baker's vacation was

something of a busman's holiday, inasmuch as he stopped off to visit operators in almost every city.

Raoul Le Blanc, one of this city's oldest operators, who has been actively engaged in vending and amusement machine business for almost twenty years, spent his vacation aboard his 35-foot sloop, "Metaire," sailing through Lake Ponchartrain and the Mississippi Sound across the Gulf of Mexico to Key West, Florida, and on to Pensacola single-handed—an unusually long voyage even with a crew of three or more. The trip required three weeks, and brought Le Blanc back so thoroughly sun-tanned that two of his employees failed to recognize him until proper identification had been established.

Wall-type phonographs are getting a good reception in New Orleans, the Louisiana Amusement Company reports, particularly in the case of restaurants and coffee shops already cramped for space. In New Orleans, where the restaurant business is the chief industry of the downtown area, phonograph locations had been scarce simply because placing the standard floor model in use usually meant the sacrifice of room for two patrons, and consequent revenue loss which the phonograph couldn't make up. The only solution to this, until the wall model gained operator popularity, was using a counter top model or a small box sunk in the wall between kitchen and dining room. Wall models are getting really excellent acceptance, all operators handling them have reported, and will probably open up a much larger opportunity for capitalizing on tourist and dining trade into next year.

The Penny Arcade of the Ponchartrain Beach Amusement Park, largest outdoor amusement concern in the South, was recently remodeled to one of the more modern of the nation. The entire amusement concessions, roller-coaster and all, were moved up from a site a half-mile below its present location, and new ultra-modern buildings substituted everywhere. ♦

Greenhand—"My baby chicks are all dying!"

Adviser—"What are you feeding them?"

Greenhand—"Feeding them? Why nothing. I supposed the old hen gave them all the milk they need."

8
COIN
MACHINE
REVIEW

TIMING DEVICES Electrical or Mechanical

For every coin machine need.
We supply leading manufacturers.

ELLMAN & ZUCKERMAN
119 S. Jefferson St. Chicago, Ill.

Big Profits

3 Bar Jackpot (F-5240)

BRINGS THE PROFITS

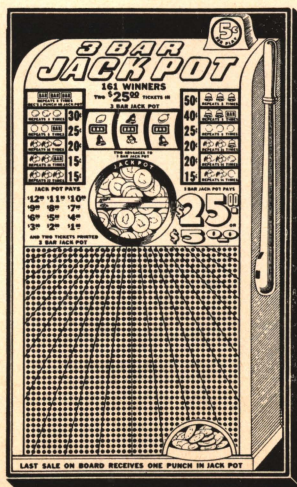
Takes \$82.00 Average Payout \$48.69

Average Profit \$33.31

A FLASHY BOARD with tickets bearing symbols printed in seven colors.

Chas. A. Brewer & Sons

6320-32 HARVARD AVE. • CHICAGO, ILL.



PRICE \$214

BALLY

By WILLIAM MOGLE

It is generally conceived by most manufacturers to make and market as great a volume of merchandise as possible, selling to all who will buy regardless of the consequence. With few exceptions, the magnetic attraction of making a whooping success with a device has prompted many a manufacturer in the industry to literally flood a whimsy market.

This fact is true of all such occurrences in any particular enterprise and it is the man with vision that takes cognizance of the situation. A failure to recognize this important factor precipitates in every instance a complete saturation of a once healthy market. Just what happens is this. All buyers in the market have already made purchases of the product in question. A new device is placed on the market and the prospective buyer wants to know just how much trade-in value his used equipment has. The answer of course is no trade-in value whatsoever. Consequently, the product ceases to move and the buyer is stuck—so is the enterprise manufacturing the product. The manufacturer can not find a suitable outlet for his new merchandise because the prospective buyer will not buy unless he can find a reasonable used market for last year's equipment. Inversely, there is no used market, and what was the used market in the first place, has made purchases directly from the manufacturer. When this happens, an industry has reached a point of dangerous saturation.

The king of teetotum was progressive enough to know all this. His many years spent with the coin machine industry was well rounded out with an association of friends and leaders. Bally's interest in the welfare of the operator has generated a state of compatibility and trust. In the merchandising of their products, every effort is brought forth to prevent a saturation of the product and protect the interests of the operator. Consideration is given the fact that most buyers of new equipment generally seek a market for last year's purchases, and that market must be kept open for the trader and not the manufacturer. Bally sees to it that this avenue is open to the operator.

Consistent with this strict policy of merchandising, Bally has been known to remove from the market a product when still in demand. This method indicates vision on the part of Moloney.

It helps create a healthy ready market in new Bally products and a higher price trade-in market for the operator. Evidenced by the innumerable number of Bally automatic payout pin games in use, this policy proved harmonious to the industry and

The pin game "Ballyhoo" set the Ray Moloney-Bally combination on the road to fame in the amusement world. Such was the house that Bally built and such is the house that has won for itself a reputation based on vision and sensible merchandising methods. The success of Bally products are known plati-tudes in the coin machine industry. No doubt that the entire amusement world was electrified by the consistent rapid strides made by the firm, as it is generally agreed by all that the automatic payout pin game originated by Bally stimulated and aided in no small way in bringing back to life the manufacture of coin operated machines. However, in the past, many of the features of Bally's phenomenal growth have been lost in an attempt to talk shop. Sure enough, they did start in a small way. Yes, they also have become one of the leaders in the coin machine industry and to-day are going places. Why—because their method of merchandising is outstanding, aside from the fact that Bally products are inimitable both in quality and utilization.

paved the way for a better understanding between the buyer and the manufacturer. Perhaps the industry as a whole may learn something of value from this policy of merchandising.

Each and every manufacturing company in the industry has some innovation to which to point with pride. Bally is no exception to this rule. Several outstanding features have been developed by the firm's engineers, features which contributed to ushering in a new era of coin machine prosperity. The "Bumper" game and the all or nothing scoring system as introduced in the pin game "Bally Reserve" gave the entire industry a lot to think about. It proved once and for all that innovations large and small have an identical affinity for success.

In addition to a competent staff of research engineers, many internationally renowned inventors bring new ideas to the Bally plant. If feasible, these ideas are carefully worked out and plans made for production. This scheme of planning and producing gives Bally the opportunity of acquiring some of the finest, most practical ideas in pin games.

An examination of the factory reveals a well systematized assembly line, characteristic of many of the largest most up to date plants in the country. Here, America's finest made parts and materials taken from the vast resources of the nation are used in the

process of molding the gems of the house of Bally. All the parts included in the assembly line are of national repute, an institution in themselves, so tested as to make perfect the relation of one part to the other. Many of the parts are developed for special cases, to be used in the more intricate phases of manufacturing. For example, the wiring on the automatic payout pin game, Grand National, reminds one of the "brains" of a dial phone main station.

It requires a steady hand backed up by plenty of training to assemble this type of job. Cams of all descriptions, springs the thinness of a split hair, and hundreds of other parts, show the pride that's taken in making a super amusement commodity.

The same pride in doing things is carried on by the workers in the plant. Every man, no matter his kind of job, is justly proud of the work he completes. There exists somewhat of a rivalry between the engineers and the men in the assembly line. The assembly line worker takes issue with the creative element of the organization. He tests the mechanism and tries to find fault with it. He tips it side-ways, throws it out of gear, fills the slot with phoney coin and does everything possible to crack up the job. That's his job. That's what Bally wants him to do.

Handling of this kind assures a sturdy product, capable of taking the hard knock of every day wear and tear. That's what a buyer wants in an amusement contrivance and that's what he gets when purchasing a Bally device. True to human nature, the degree of which any worker is genuinely interested in his job can be best measured by his rate of pay. All Bally workers are union men, protected by one of the highest wage scales in the industry. It is no wonder that Bally workers are of the best and most proficient and that the finished product is of the finest quality. Then again, a high standard rate of pay calls for the higher category of workmen—workmen that are more than just plain ordinary mechanics.

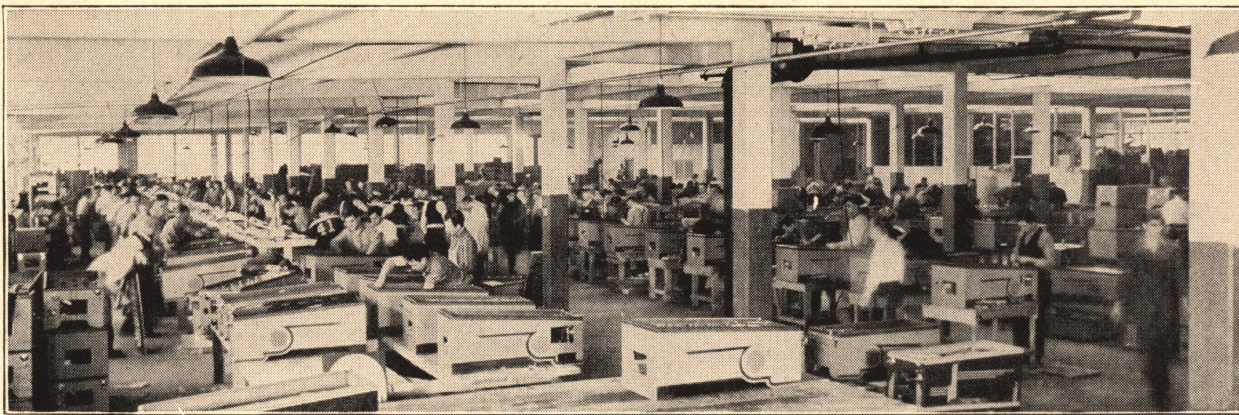
Bally's Royal Flush, an automatic poker game device is one of the new products that's destined to make the grade. Housed in a fine cabinet, it looks very much like an expensive radio. Its mechanical setup is

— TURN PAGE —

9
COIN
MACHINE
REVIEW

The modern Bally Mfg. Company plant at
2640 Belmont Avenue, Chicago.





Interior of the Bally Paint.

a wonder, being fool proof in most any phase of player cheating that can be thought of. The cams are so arranged to prevent the consistent player from knowing the results of his next play. In fact, it is by chance alone that any particular combination is made. All payouts are made automatically.

Coin operated beverage vending machines of many types and design have been placed on the market in an attempt to reap a part of the huge soft drink sales of the nation. Twenty-two billion drinks of carbonated beverage were consumed in 1938, yet, the potential market has barely been touched. This figure is not so large as authentic surveys indicate that each person actually drinks less than two portions of some kind of carbonated beverage every month of the year. Here is a business destined to tremendous growth.

The Bally beverage vendor, which automatically vends individual cups of ice-cold carbonated drinks, is a machine in a class by itself. There is nothing like it on the market today.

The vendor consists namely of two separate units. The first unit is the carbonating plant which is generally kept on the operator's premises and is capable of servicing upwards of some thirty individual vending units. The vendor itself is fully automatic, no buttons or knobs to manipulate. The patron simply deposits a coin and immediately a paper cup is released and the beverage poured. The mechanism is simple, sound and sturdy.

Introduced in the fall of last year, this Bally product has been thoroughly tested under actual operating conditions and has been proven mechanically sound in principle and performance. Some of the most outstanding features of this beverage vendor are, its extreme mechanical simplicity, the

ease in installation, low operating costs and the high quality of beverage vended.

The exclusive Bally method of pre-mixing and pre-carbonating the beverage has proven a boon to the average operator. First, he can keep as much beverage syrup on hand as he needs; second, his costs are lower by far; and third the Bally central carbonator can service a string of coin vending machines, each removable barrel holding 160 six ounce drinks when filled. The carbonation plant employs the spray and agitation method to insure complete carbonation of the beverage. In fact, because of the time element essential to complete carbonation, the spray and agitation method is practiced only in a Central Carbonator such as used in connection with this Bally vendor.

The Bally vendor itself is not required to mix and carbonate the beverage, but merely to refrigerate and vend the drink. The two units are distinct in their use and this fact contributes greatly to the utility of the product.

There are many more features far too numerous to mention, however, it may be said that the Bally beverage vendor is one of the outstanding products manufactured by this concern and fast becoming the operator's friend.

He (after sitting in a parked car for an hour): "You know, sweetheart, I am a mind reader."

She (sarcastically): "I know better!"

The average hubby doesn't mind his wife singing over the air because he can always turn off the radio.

Post Card Vendor Has Wide Appeal

NEW YORK—Featuring a wide assortment of humorous, exciting and interesting post cards in a new series that appeals to people of all types and ages, the "World of Tomorrow" Mutoscope Post Card Vendor is continuing to bring in steady, all-year-round revenue to the many operators who operate it, either exclusively or, as in many cases, along with other types of equipment.

The Mutoscope Vendor is reported to go well in almost every location where people congregate—stores, lunch rooms, amusement parks, picnic grounds, dance halls, skating rinks, seashore and summer resorts, sports arenas, boat houses, carnivals, fairs, celebrations and other similar locations.

One of the most popular of the new post card series vended is the "special license" assortment. This includes a "traffic violators permit" (good until you get caught), "chicken chaser's permit," "license to do anything, anywhere, anytime," "membership to the sucker's club", membership to the "Toast Burner's Association", and many other uproarious licenses. The series has an undeniable appeal to the many people who like a joke of this kind to display to their friends.

Another favorite in the new series is the "candid art poses" assortment of beautiful unadorned art models with catchy titles on each card. Young fellows are reported to be great admirers of this series, as also are collectors of art subjects. The cards are printed in a beautiful morocco brown tone.

The Vendor comes in both an arcade and an operator's model. The machine has been proven by years of profitable operation all over the world to be one of the soundest types of coin machine equipment made. It will vend any type card.

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COIN
MACHINE
REVIEW

THE NATIONAL
6 Col. Candy Machine

at **\$64⁰⁰**

F.O.B. ST. LOUIS, MO.
has taken the country
in a landslide!

Smart operators are cashing in
every day on this machine.

WE INVITE COMPARISON

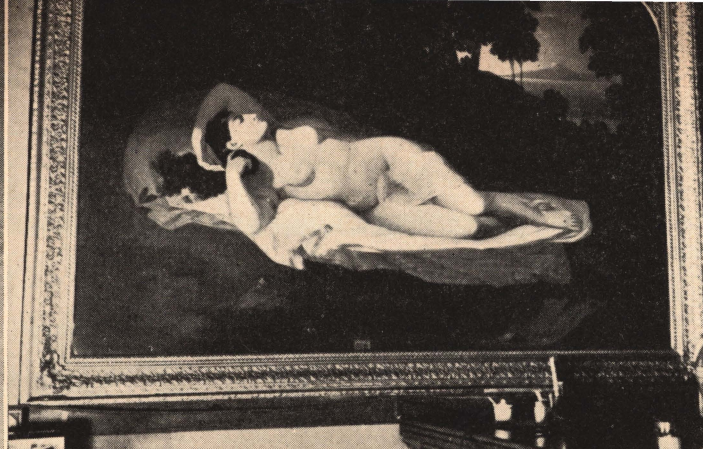
NATIONAL CIGARETTE & CANDY
VENDING MACHINES

E. C. McNeil

Western Factory Representative
NATIONAL VENDORS, INC.
ST. LOUIS, MO.

Pacific Coast Headquarters
713 S. Westmoreland
Phone: FEDERAL 4055
LOS ANGELES, CAL.

Branch Office
1004 East 12th St.
Phone: TEmplar 4841
OAKLAND, CAL.



BAR ART

*Rare Specimens Still Exist in
Western Drink Emporiums*

By LUCIUS S. FLINT

From the days of the Caesars on down to the present, the tavern industry has created with each period of its development a form of art all its own. At times it's been a boisterous form of art. But it's always been distinctive. The times, the customs of each period of industry are interestingly reflected in the adornments of tavern walls and bars.

After a tour of the Twentieth Century cocktail lounges in any city, with their mural-decorated walls and streamlined bars, it's interesting to try and turn back the pages for a half-century or more and visualize the picture in similar establishments at that time. There aren't many of these places left today. All too many have been torn down to make way for parking lots and skyscrapers.

But what few remain untouched by the hands of time tell in their decorations the story of another day. The elaborately carved bars and heavy brass spittoons call to mind a picture of derby hats and narrow trouser legs and stickpins, of handlebar moustaches and heavy-waisted bartenders. The "daring" nudes that hung on the walls, paintings with tremendously heavy frames, bespeak clearly the weight and concealing lines of feminine apparel.

Colorado, with its history of gold rushes, fabulous fortunes and ghost towns, had more than its share of such bars in the bonanza days. And a share of those landmarks still stand. A few of them are intact. More have been changed. But in the cellars and attics of most of them remain interesting samples of the bar art of the nineties and before. These relics make an interesting picture.

Perhaps the finest collection of old bar paintings in existence in the West is now stored in an attic in the Navarre, one of Denver's oldest drinking and dining establishments. Located directly across the street from the world-famous Brown Palace Hotel, the Navarre building is unchanged since the days when the city's finest carriages stopped at its door. The place has been operated as a restaurant for more than 50 years. The building which houses the Navarre was built 58 years ago for use as an exclusive private school dormitory.

R. D. Stockton, one of the original owners of The Navarre, is said to have had \$50,000 worth of nude paintings by the state's leading bar artists on the walls of

his bedroom. Many others originally hung in the bar.

Included in the Navarre collection are many paintings by a chap who found time aside from his regular work to do a world-famous canvas entitled "The Parlor Match," a painting depicting the members of a colored family as they waited breathlessly for an expected explosion as daddy struck the first parlor match they ever saw. His name, which was legend among some of the old saloon operators of Denver, was A. D. Cooper.

The original of "The Parlor Match" hung at the Navarre for many years, then disappeared. Present owners of the establishment have been unable to find any trace of it.

The old-timers who knew Cooper say he was a typical saloon artist of the day. He divided his time between Denver and the mining towns, painting pictures as he went in exchange for drinks and an occasional small sum of money. Although Cooper's name is not listed in any art directory, his paintings have been viewed by untold thousands.

In the safe at The Navarre you'll find the only remaining copy of a small adver-

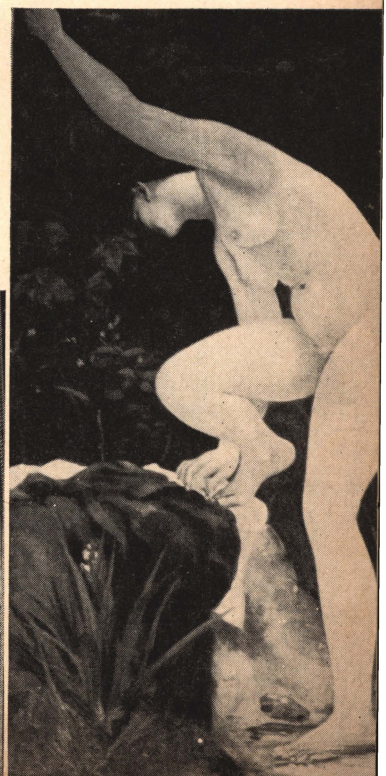
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Illustrations show a representative group of Bar nudes still hanging in old Denver taverns. Top row left was painted by Ben Wechsler, is dated 1904, and hangs in the Elks Club. Top center was done by M. L. Weaver, an eastern artist, in 1853. It originally hung in the bar of the old American House, in the early days the finest hostelry west of the Missouri River. It was brought across the plains to Denver by ox team in the early seventies. When the American was torn down C. B. Kenneth moved the painting to the Cherry Creek Tavern where it hangs today. In the early days it was valued at between \$15,000 and \$20,000. For many years it was insured for \$10,000. Top right now hangs in John Gahan's place. Undated, it is signed by A. Romes. It has hung in its present location for more than 30 years.

Lower panel shows, left: one of Denver's Navarre collection. It was painted in 1890 by A. D. Cooper. Center is another painting which formerly hung in the bar of The Navarre. Entitled "After The Bath," it bears the signature of W. A. Mitchell Makart. It is believed to be at least 50 years old. Lower right, a third painting at the Navarre. Likewise undated, it bears the signature of Oscar Miller. It is also believed to be 40 or 50 years old.



tising booklet, issued in the early days, which illustrates and describes some of the famous paintings which hung in the bar. Gene Fowler, in his book "Timberline," describes some of them, particularly the one of an Indian squaw nursing a papoose. It was labeled "Hot Meals at All Hours."

Not only at The Navarre but also in nearly every other ancient tavern, you'll find the work of Cooper and several others—including a painter named W. A. Mitchell Makart and one Oscar Miller. They're all similar. Judging from the faces, every artist used the same model many times.

But, continuing the tour you'll find bar art of the period wasn't confined entirely to nudes. Equally conspicuous in some of the older taverns were the framed advertising pictures of the day. The old John Gahan Buffet at the corner of Fourteenth and Larimer streets, opposite the old City Hall, has quite a collection of them, including one of the few remaining pictures of the original "Budweiser Girl" and an early Angostura advertisement, the model for which is said to have been the father of Frank Morgan, prominent movie actor.

From an equipment standpoint, too, Denver's old taverns offer an interesting picture of the past. Take for example an ancient Wurlitzer music box recently found under a pile of debris in an old wine cellar of the place originally occupied by Denver's Arcade, one of the city's most famous early-day gambling houses.

One of the huge tin records used by the machine is dated 1883. The music box is still in good working order. Found in the same cellar with the music box were several bottles of old champagne. Its age can be calculated only from the fact that it was packaged in an ancient bottle with a rounded bottom. These containers are said to have been designed so they could be laid flat on the bar or table, the danger of spillage or breakage being eliminated. ♦

Printing

PRINTERS TO THE COIN MACHINE TRADE

We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

HOLDSWORTH PRINT SHOP
128 S. Alma St. Los Angeles, Cal.
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Scoring Everywhere!

BIG TEN

The greatest football board ever! Plenty of gorgeous colors for unusual flash—plenty of real football action. Order immediately and cash in on the full football season.

Form 20-BT. Football symbol tickets. Takes in 2000 holes @ 5c—\$100. Pays out (average) \$46.16. Profit (average) \$53.84. Semi-thick Board—Celluloid protectors over jackpots. Protected winners.

PRICE
7.90

GLOBE PRINTING COMPANY

1023-27 RACE STREET

PHILA., PA.

Vending Opportunity in Milk Vendors

KANSAS CITY, Mo.—Offering unlimited opportunities to operators is the new Milk Vendor being marketed by the Peerless Products Company.

The new machine has been thoroughly proven in test locations in various parts of the country and has come through with all honors.

Finished in white and looking not unlike a beautiful console refrigerator, the machine can vend 400 half pints of milk from one loading. Buttermilk, chocolate milk and other milk drinks and dairy products can also be vended through the machine.

The cabinet is completely bonderized, constructed of high-grade steel, assuring the maximum in strength and durability. Finish over bonderized insures against rust and assures long cabinet life. All insulation is extra heavy corkboard. The condensing unit and cooling coil are especially engineered and designed and a range of temperature is available through the 9-point temperature control, which is easily accessible.

The machine vends either glass bottles or cardboard cartons and flashes an "Empty" sign when the last container is sold.

One middle west dairy has five units in operation selling 400 half pints per day, and has placed an order for a substantial number of additional machines to cover the locations in its particular district.

L. A. Mergen, Jr., has been appointed to

handle sales in the western states and is now located at 258 South Coronado Street in Los Angeles. ♦

Cigarette Sales Show Business Improvement

LOUISVILLE, Ky.—Writing in a local daily, C. Palmer Parker, president of the Axton-Fisher Tobacco Company, stated that cigarette consumption for the past months of 1939 has far exceeded 1938 and that "if the current trend in cigarette production is indicative in the slightest measure of general business activity, it is our opinion that a gradual improvement in business can be expected for the remainder of 1939. An overnight return to the kind of prosperity existing prior to September, 1929, is not anticipated, and certainly not wanted. Recovery may seem slow to many, but in the end it is the soundness of any recovery that counts, and not the speed with which it has been effected." ♦

Calcutt Prepares for Busy Season

FAYETTEVILLE—Joe Calcutt, head of the Vending Machine Company, anticipates an active fall and winter season for coin machine operations, despite unsettled world conditions.

To show his boundless faith in the future of the industry, Calcutt recently received two solid carloads of Bally games from the Chicago factory as the first in a series of carload shipments expected from various factories during the fall months. ♦

New "PEERLESS" 5¢ Vender for DAIRY PRODUCTS

Opens a New Big Profit Field for OPERATORS

Now you can cash in on the sale of MILK—the nation's food-drink—chocolate milk, buttermilk and other dairy products—building up big profit routes with the PEERLESS coin operated DAIRY PRODUCTS VENDER . . . electrically refrigerated. Fast placements in factories, schools, public buildings, amusement establishments, offices, etc. A welcome profit producer for dairies.

- Low operating cost.
- Dispenses 8-oz. glass bottle or sanitary paper container (square or round).
- Attractively styled enamel cabinet attracts customer attention.
- Containers never submerged in water.

- 9-point temperature control easily accessible.
- Cooling coil is fin type for dry refrigeration with bonded fins.
- Coin box extra large, very accessible.
- "Empty" sign shows and mechanism refuses coin when last container is sold.

Write TODAY for details for Operators!

PEERLESS PRODUCTS CO.

410-418 Archibald St.
Dept. CMR, Kansas City, Mo.



Pictorially Speaking



← All loaded and going places is this Throne of Music and three well known Northwest coinmen. On left is Jesse "Butch" Hamilton with "big" Jack Campbell. Briz Crabtree, Mills roadman, is seated.

Jean Kreinl, Phyllis Brand → (whose hubby is a popular Evergreen Novelty serviceman) and Robbie Robinson, Montana and Washington operator, are enjoying themselves at the recent Evergreen Novelty picnic at Pipe Lake, Wash.



A likely spot for a beverage vendor is any airport and the above photo shows a Bally machine in a United Airlines airport in the west. Many airlines provide customers with complimentary drinks at each stop and service from the vendor is far more pleasing to lady passengers than drinking from a bottle.



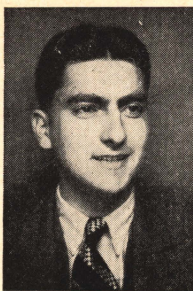
Frank Fincham, West London Automatic, Ltd., London, inspects the interior of the Mills Throne of Music. Frank spent considerable time at the Mills factory during his recent Chicago visit going through every step of construction on the new phonograph.



Anne Mandel shown at her desk in her place of business in San Francisco with some of her new numbers, and new display fixtures, prominent in the foreground.



Some of the Ponser office force: Milton Souffn, Sally Lazar, Fay Zepkin, Sylvia Schuman and Stanley Oles. George Ponser is Mills distributor and recently ordered several carloads of phonos.



In the Pacific Northwest

with
LOUIS
KARNOFSKY

"Revenge," quoth Bill Staed, with a serene look in his eye, "is sweet." And, mates, Bill, the operator who is a perfect double for W. C. Fields, is one who should know, because last month he erased a humiliating mark that had been smarting for months. Readers of this column will remember the account of the golf match between Bill and Frank Allen, the Decca man, before Frank left for 'Frisco. With the aid of a smoke bomb expertly planted, Frank administered a sound thrashing and made a right handy collection in the matter of wagers. Bill suffered in silence for a long time. Frank, meanwhile, was promoted to the managership of Decca's 'Frisco office, and it looked like Bill's chances to redeem himself were quite nil. But several weeks ago, vacation time came for Bill and he bee-lined for San Francisco. A return match ensued, during which Bill scored a decisive victory over Allen, beating him 8-up in an 18-hole match. After pocketing the greenbacks, Bill was in a much better frame of mind to enjoy the rest of his vacation. P.S.—Taking the advice of his friends, Bill stayed away from Hollywood, as there was a rumor that the movie moguls were on the lookout for a stand-in for W. C. Fields, and Bill didn't want to get snatched.

Local jobbers reported a brisk upturn in business last month and operators, who are usually tight-lipped and conservative, stated that—well, things weren't going so bad at all, so it was not unusual to see so many out-of-town operators placing orders for equipment. Among those spotted along the



Row were O. A. Brower, Aberdeen; Russ Pentz, Okanogan; L. C. (Dick) Foisy, Prosser; Fred Noel and Frank Cyr, Yakima; K. Crawford, Bremerton; Alf Hanna, Olympia; and Bill Smith, Chehalis.

Give them another ten years and we'll bet that Decca will have taken over the entire Kulien Building. They started on a modest scale, but continued expansion necessitated larger and larger quarters. Regarding their most recent move in September, *Communique* No. 8 should read: "Another partition of the building was torn down by advancing Decca forces, heavily armed with sales-appealing records. As a result, they moved their private office to a strategic point near the South Wall to make room for a steadily mounting army of new merchandise."

COININGS ON THE CUFF —

I've got this down on my cuff; put it down on yours: in another year the title of "No. 1 Northwest Fisherman" for coin machine men will go to Operator A. J. (Sandy) Sandtner, a comparative newcom-

er, who has come forward at a terrific pace. . . . And speaking of fishermen, we wonder if Harry Weatherwax, the veteran salmon snagger, is slipping. We asked Harry why he didn't enter the Ben Paris-Seattle Star gigantic derby, in which 5 new cars and worthwhile prizes galore were offered, and you could've knocked us over with a copy of *THE REVIEW* at the answer: "What! And get up at four in the morning?"

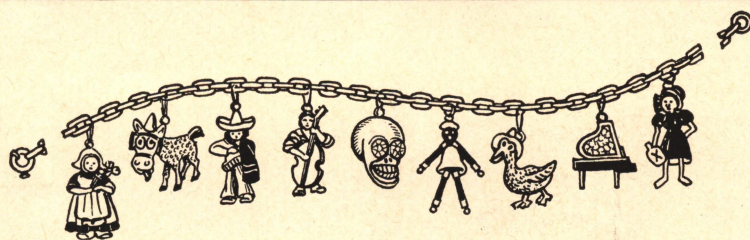
There was sorrow wherever the Row's fair sex gathered last month, because "Ducky" McFarland, Coin Row's Casanova, resigned at Jack Moore's to become an operator. Well, anyway, Ducky, the girls hope you visit the Row often. . . . Jack Moore's very pleasant policy of providing each of his branch managers with shiny new cars resulted in Thelma Oliver sporting a shiny black 1939 Ford Coupe last month. . . . Budge Wright phoned Beulah Baldwin long-distance from Portland and the first thing he wanted to know was why he hadn't been receiving mention in this column. As soon as street car service to Portland is resumed, Budge, we'll be right over to see you.

Coin Row witnessed the advent of the football season last month right on its back doorstep. A double reserve play saw the Wurlitzer office move across the corridor to the suite of rooms formerly occupied by Interstate Novelty Company, and Interstate move across the hall to an office adjacent to the one Wurlitzer vacated.

Another change at Decca resulted in Bob Johnson, who just joined the force last month, returning to his old railroad job and being succeeded by Floyd Huffine, brother of out-of-town sales manager Andy Huffine. . . . Jerry Steffan, who has been enjoying the beautiful gals these many years without anything serious happening, innocently looked into an emery wheel he was working with in Western Distributor's shop, and he was home for a week because of particles that got in his eye. . . . The most phenomenal escape of the month is that of Vic Abdo. Somebody else's car tried to play post-office with Vic's, and only a miracle saved him from injury in the resulting crash. ♦

"I've just picked out a fine vehicle for you," exclaimed the director to a perfectly dumb actress, who thereupon remarked, "Thanks, but I never accept autos from strange men."

Give a chiropodist an inch, and he'll take a foot.



Two New Charm Assortments

THE TEXAS SPECIAL

175 Pieces, including Charm Bracelet, Jewelry Charms, Large Dice, Large and Small Celluloid Charms, 60 Varieties. NO LEAD OR METAL TOYS. Price, delivered.

\$1.00

THE REVELATION

144 Pieces, including Charm Bracelet, Jewelry Charms, Large Dice, Large and Small Celluloid Charms, 50 Varieties. NO LEAD, NO METAL TOYS. Price, delivered.

85¢

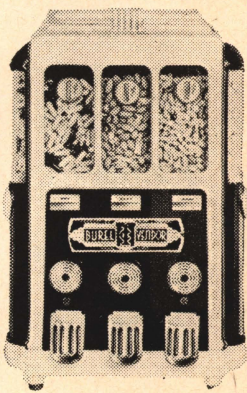
M. BRODIE COMPANY

Long Beach, Cal. Dallas, Texas St. Louis, Mo. Minneapolis, Minn.
FREE . . . Write for New Style Window Sticker and Catalog . . . FREE

NEW 5 VISION BUREL VENDER

New
Low
Prices

A beauty in appearance that attracts customer attention—this new, 5-vision triple compartment, 1c BUREL MERCHANDISER a real profit producer. Merchandise visible from both sides and front. No other machine like it. Slug proof. New low prices on request.



BUREL & COMPANY, Inc.
675-679 Orleans St., Dept. CM, Chicago, Ill.

VENDORS

Western Vending Machine Operators Association

President—J. H. SCOTT, 1928 Montrose, Los Angeles, Fitzroy 5369; Vice-President—F. W. STRAW; Secretary—J. C. SMUCK, 201 South Witmer; Treasurer—CLAUDE HUIZING.

Meeting of September 26, 1939

Despite the heat wave, rain and other "unusual" weather conditions, all the regulars attended the meeting. A short routine business session was had and the rest of the time was devoted to discussing problems of the operator.

A bill passed by the last session of the State Legislature places a license and tax on itinerant vendors. Some operators have received notices that they are subject to this license. The Association attorneys have the matter in hand to protect the interests of all members. This is just another service to which all members are entitled.

The European War will probably cause a raise in prices of merchandise used by operators. Very little of this merchandise is imported and it does not seem that a price increase is warranted on some items. Perhaps if a committee was appointed to keep in close touch with the markets and the jobbers, price increases could be kept to a minimum. This is another service which the Association can render to its members.

Under the present disturbed conditions, there are many problems which will require solution. It is trite to say that in unity there is strength, but it is well known that the interests of the operator can better be served by group action, rather than to have each operator attempt to solve his problem alone.

Join the Association now, give it your full support and let all operators work together with benefit to all.

J. C. Smuck.

State Cigarette Tax of 2c Can Increase Sales

By MACK H. POSTEL
Uneedapak Representative

Since the announcement of the 2c tax on cigarettes in Wisconsin I have been swamped with telegrams, letters and long distance calls from operators virtually in a panic over the new levy. They were torn between a 15c and 17c price, but like rheumatism, no matter how they spelled it, it still hurt. To those operators this article is directed. The following is a concise picture of the situation, and should light the way to an easy solution. These facts are based on what took place in Ohio, Pennsylvania, and lately in Missouri, the two former states having had this tax for several years.

After experimenting with 15c and 17c prices results showed that the 17c machines, in most cases, suffered a loss in sales. A smoker was reluctant to put 20c in the machine and disliked the idea of getting three pennies back in the cellophane wrapper of his package. He considered his cigarettes cost him 20c while he could have purchased them at a chain store for 15c. On the other hand, the machines operating at 15c increased their sales tremendously because they met chain store competition. By paying the tax, selling at 15c, and giving the location $\frac{1}{2}$ c a pack, the operator still made a better profit than he did before by virtue of a decided increase in sales. It isn't how much the operator makes per carton that determines his profit but it's how many cartons he can sell.

Let me put my point into figures. The location that formerly sold 30 cartons a month gave the operator a profit of \$6.60 a month. This is based on buying cigarettes at 10% off, or about \$1.12 per carton, allowing 1c for every ten books of matches, and 15c a carton location commission. This gives the operator a 22c profit, gross, per carton. That same 30 carton a month stop, selling cigarettes at 15c after the tax came in, sold about 70 cartons a month. Allowing a location commission of 5c a carton, left the operator 12c a carton profit, or \$8.40 a month, where he made \$6.60 before.

Some operators will doubt these estimated increases in sales. The most skeptical will grant me the truth of the following statement. Take a 30 carton a week location that formerly sold cigarettes at two for 25c. He takes in a machine, sells at 15c straight, and the sales drop down to 10 cartons, or less, per week. Why? The only answer is that the price was increased and the public could go to the chain store and save 5c on two packs. By the same token, now with the tax compelling chain stores to sell at the same price as the machines, sales will be tripled, in most cases, same as they dropped to one-third when the machine was put into the former two for 25c location.

There is, however, a temporary reaction to sales when a tax becomes effective and a resultant lull in sales which is short-lived because of some smokers stocking up with a few cartons at chain store prices just before the tax was placed in effect. The same condition prevails almost every year directly following Christmas when many smokers receive cartons of cigarettes as gifts. This is never serious and normal sales return within a short period.

While millions of dollars of cigarettes are sold through the machines still this business

15
COIN
MACHINE
REVIEW

a Profit Veteran

That's what the MASTER is rapidly becoming, for year in and year out it has consistently been a steady profit maker for operators everywhere.

Expertly built by master craftsmen, here is a machine that is headache free . . . a machine that will stand up on your toughest location and come through with banners flying.

Get the MASTER story today!

For further details and prices ask

M. BRODIE CO.

2180 Pacific Ave. Long Beach, Calif.

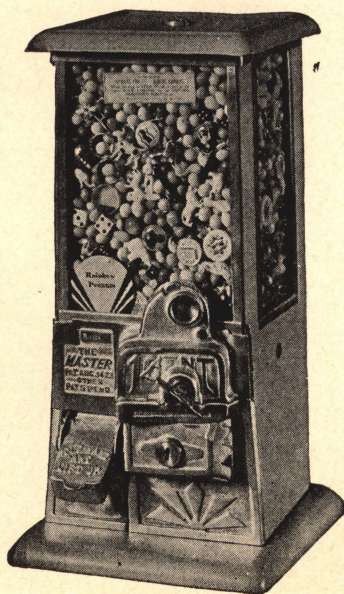
VIKING SPECIALTY CO.

530 Golden Gate Ave. San Francisco, Calif.

Or write direct to

The NORRIS MFG. CO.

553 Wager St., Columbus, O.



Master Novelty
PENNY PLAY

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500 Texas Operators	\$10.00
298 California Operators	2.00
154 Tennessee Operators	1.00
92 Louisiana Operators	1.00
108 Oklahoma Operators	1.00
112 Florida Operators	1.00
185 Mississippi Operators	1.25
102 Georgia Operators	1.00
171 Arkansas Operators	1.25
273 Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292 Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130 Kentucky Operators	1.00
200 Missouri Operators	2.00

The above States total 3,617 names. This entire list may be had for \$17.50. Send remittance with your orders. Lists mailed within 48 hours after orders received. Also Eastern lists may be had.

SUPREME PRODUCTS CO.

333 N. Michigan Ave.

Chicago, Ill.

is very small compared to the total consumption of cigarettes. There is only one reason for the small cigarette machine sales and that is cut-rate competition. When the machines sell at the same price as the chain store the machine will be given preference for a purchase can be made in much less time and without the purchaser subjecting himself to a sales talk on dozens of sundry items the chains try to pawn off on one before delivering the item you've asked for.

Operators should instruct all their locations to call their customers' attention that the machine is selling cigarettes at chain store prices. Conspicuous signs prominently displayed on the mirrors of all machines should show the 15c price, tax included.

Dime cigarettes must be sold for 12c either by chains or machines. Location commissions remain the same as in the past. These brands will drop in sales in favor of the 15c brands because the price differential has been reduced. Dime smokers formerly saved a nickel on a pack, but at 12c for the cheap cigarettes many of them will drop their 15c and take the higher priced brands because they have to deposit 15c in the machine anyway to get the cheaper cigarettes. The three pennies change they'll get matters little because there is a natural tendency to rid oneself of the coppers anyway.

The net result is, that instead of causing confusion and a loss in sales because of the tax, sales and profits will be greater to the operator, and the same, if not greater, to the location, IF the 15c price is maintained on all cigarette machines.

Wife—"What makes you think we are getting near a big city, dear?"

Motorist (doing 70)—"We're hitting more people."

16
COIN
MACHINE
REVIEW

Introducing the New SPECIAL



- ★ Vends Everything—Almonds, Candies, Peanuts, Pistachios, Charms, etc.
- ★ Two-tone Porcelain finish trimmed in Chrome.
- ★ DeLuxe Streamlined Globe (5 lb. capacity).
- ★ Smooth, easy lever type action. Automatic return.
- ★ Adjustable to any portion desired without removing globe.
- ★ Automatic Agitation.
- ★ Interior and Merchandise Chute also finished in porcelain.

PRICED AT ONLY \$6.95 ea.

VIKING SPECIALTY CO.
530 Golden Gate Ave. San Francisco
VICTOR VENDING CORP.
4203 FULLERTON AVE. CHICAGO

OPERATORS ATTENTION—OPERATORS ATTENTION

O
P
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R
A
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S

Pacific Coast Headquarters

USED

Cigarette Vending Machines

We Buy and Sell All Makes and Models
Complete Satisfaction Guaranteed

**WRITE OR WIRE
YOUR REQUIREMENTS**

P & M SALES CO.

San Francisco, California

156 9th St.

A
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N

OPERATORS ATTENTION—OPERATORS ATTENTION

*In
New York*

with

IRVING SHERMAN



... Looks like Bill Fraser and Schwartz are bosom pals.

Harry Van Opstal of the AMOA has been laid low by the streptococci. Harry says it happened when he wasn't looking.

An attempt to fight the New York State Occupancy Act which hangs one on the chin for the coin machine crowd was noted in the gathering called by the National Automatic Merchandising Association which discussed ways and means to test the constitutionality of this law in the very near future.

It has been estimated that of all the cigarette machines operated in the New York territory, CMA members control 85% of them. The remaining 15% are in the hands of independents and maybe they're worrying about rules and regulations!

Increasing raids on candy and gum machines present an acute problem for the machine trade. The work, mostly of mischievous youngsters who look upon the offense as a prank, seems difficult to stop.

Cigarette operators definitely look forward to cancellation of the city tax on cigarettes pointing out the disastrous effect the tax has had on machine sales and the increasing nuisance of cigarette smuggling from New Jersey and neighboring states. The end of the year is given as the time when the tax will be repealed.

Now the second World War has started the coin machine crowd wants to know how it might affect production. Many plants are geared for war production and should the U. S. be drawn into the conflict they see a premium on late models. At the moment, prices are stiffening and some of the factories are not overanxious to sell. They say the jobbers are holding fast, too.

"You must be brave to come down in a parachute in a 100-mile gale like this."

"I didn't come down in a parachute. I went up in a tent!"

Teacher: "Tommy, can you spell 'fur'?"

Tommy: "Yes—f-u-r, fur."

Teacher: "Correct. Now, tell me what fur is."

Tommy: "Fur is an awful long ways off."

There's a new setup at the Cigarette Merchandisers' Association. Bob Hawthorne is president, Aaron Gosch, vice-president; and Sam Yollen, treasurer. Matthew Forbes continues as managing director.

Lester Paul, for more than nine years with Stewart & McGuire, has made a switch and now is with Arthur H. De Grenier.

Jimmy Darcy of Brooklyn Amusement has walked the plank. He recently married that best girl folks said he parked around.

Add to the Automatic Music Operators' Association, Ben Chicofsky, Embee Auto Phonograph Company of Brooklyn, New York. Ben said he got lonely for the crowd and a taste of "Sweet Adeline".

Get out that old tux and those collar buttons for the AMOA has raised the flag again and this time it's going to be a big evening at the Waldorf Astoria, Starlight Roof, November 5th.

Word comes to your reporter that Joe Fishman and Marvin Leibowitz of the pin-ball crowd have tied up as Rock-Ola distributors. Best luck to the boys for they know the ropes and operators from a to z. Fishman has been distributing before and needs no introduction in telling his story.

Thoughts written on my cuff: How's Martin Berger feel sitting on the sidelines now? ... What's Sam (Commodore) Yollen going to do if they start sending the subs over? ... Mike Levy has his passport handy for trekking over from New Rochelle? ... Anybody ever christen Bob Hawthorne "Gentleman Bob"? ... Don't get a peep from Jackson Bloom all evening.

Attention

VENDING MACHINE OPERATORS

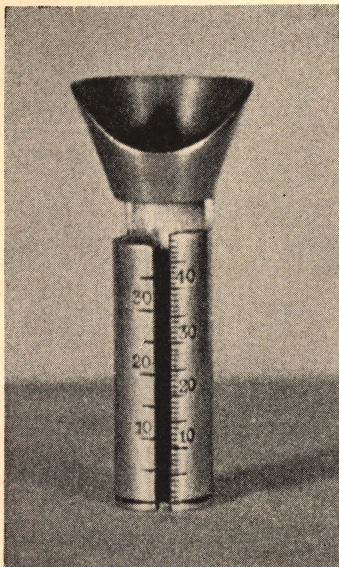
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM

5/8" Ball Gum

3/4" Ball Gum

Will vend in any peanut vending machine
also premium ball gum

U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN



2 IN 1 COIN COUNTER

Here's a counter that you can use on both pennies and nickels. The figures can't wear off and the slot enables you to see every coin or slug. This is the ORIGINAL one piece cast ALUMINUM counter. Don't confuse it with imitations. Equip your route men with the best; it pays in the long run. PRICE: \$1.50 postpaid. Cash with order — stamps accepted.

Do you have "Key Troubles"? You can end them by using

VIKING'S

"EASY"

KEY RINGS

A FEW CENTS
WILL BRING YOU
KEY COMFORT

SEND IN
YOUR ORDER
TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

- No. 1-E (will hold up to 30 keys)—10c each, Postpaid
- No. 5-R (will hold up to 100 keys)—35c each, Postpaid
- No. 10-R (will hold up to 150 keys)—50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE
(U. S. Postage Stamps Accepted)

FULL SATISFACTION ABSOLUTELY GUARANTEED

Annoyed by ???

SLUGS

Labels like these, gummed on face, only 15c dozen

VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

NOTICE

\$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated



Ball Gum

\$6.00 per carton of 5000 gum balls
Free delivery on orders of two cartons.

Full Payment With Order

RECORD SHEETS

For Vending Machine Operators

Send 3c Stamp
For Sample
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco, Calif.

"MECHANICAL FINGER TOOL" for arranging Charms in Vendors
75c cash with order — postpaid

COIN WRAPPERS

TUBULAR OR FLAT—\$1.00 per Thousand, Postpaid Anywhere (Write for Quantity Price)

Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

Collection Books

50 duplicate reports and 7c Each, Postpaid
carbon paper to each book (less than ten—10c each)

ROASTED
SALTED
ALMONDS

grown in California

40¢

per pound

in 30 lb. cartons

Full Payment With
Order, Please

C H A R M S

Try our new "SUPER" Charm Pack — extra fancy charms, 288 of them, all different and high grade. Send \$2.50 for sample pack; we pay the postage.

AMERICAN MADE Charms 80 cents per gross, postpaid. Charm Bracelets in capsules, \$5.00 per 100, postpaid.

VIKING SPECIALTY COMPANY

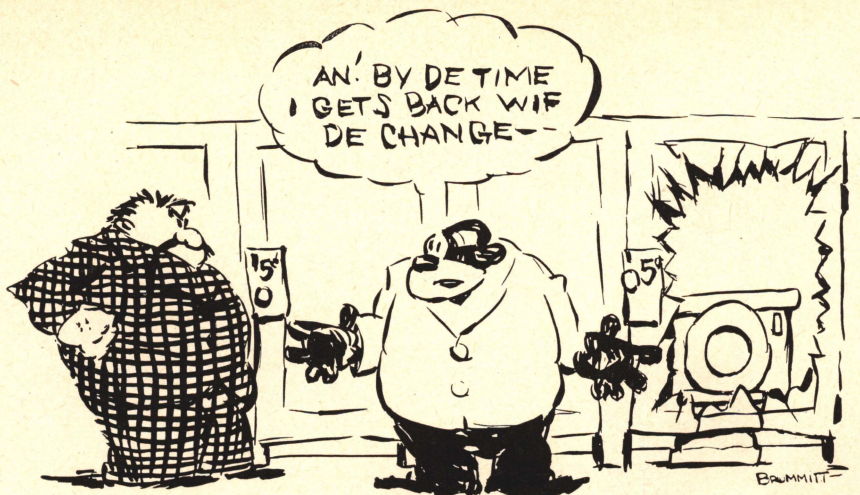
530 GOLDEN GATE AVENUE

SAN FRANCISCO, CALIFORNIA

EINAR WILSLEV, Owner and Manager

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

17
COIN
MACHINE
REVIEW



Heart of America

by

B. K. ANDERSON

KANSAS CITY, Mo. (RC)—The spotlight of coin machine news in this section shifted from Kansas City to Wichita, Kansas, as September turned into October.

The big event was the "Formal Opening" of the Wichita Branch of the Central Distributing Company. The accompanying party, which began early in the day and lasted well into the night, with round after round of food and refreshments, attracted several hundred operators from various Sunflower State environs. The event spread-eagled from Central's 607 West Douglas address to Wichita's well-known Dallas Hotel.

Highlighting the festivities was the ar-

rival of a carload of new Wurlitzer automatic phonographs sent from the Kansas City home office. Tim Crummitt and R. F. Mason, co-owners of Central, shared the glad-handing duties with Ralph Mason, the company's resident Wichita manager.

In Central's Kansas City offices the show rooms give evidence of imitating Mother Hubbard's famous cupboard. This condition is explained by the management as the result of moving machines out to locations faster than they can be brought in from the warehouse.

The forecasted Fall boom in all business has not overlooked coin machines and automatic music is showing the way, according to every Heart of America distributor we contacted.

At the United Amusement Company, Manager Carl Hoelzel told us that he never dreamed counter sized music boxes could gain the attention and popularity they have claimed in the past few months.

At Western Distributing Company, Frank Schrogl said that he was just back from several trips out-state and that music, good up-to-date automatic boxes, were proving to operators in rural areas that good equipment will get all the play it deserves in these areas.

At Central Distributing, not only were some very nice things said about music and the way it is continuing its sharp gains, but this company's loading dock was piled high with counter size phonograph pedestals which Central is manufacturing and shipping all over the country.

From Hamilton Enterprises comes the bad news that "Doc" Hamilton is again confined to his bed.

Ivan "Swede" Nelson is back in town after a trip to the East. And like all operators who make trips to distant corners of the country, he reports he has a whole new file of ideas to try on his locations.

John Corse, Wellington, Mo., operator, pops into town to tell us that if the war keeps on sending up the prices of farm products the rural ops are going to have that chance to get in the velvet they have been waiting for.

Although only a few days ago the thermometer was kicking the hundred mark silly, several large operators are now moving Winter equipment to locations. Which all has to do with the old adage: "The early bird gets the best locations."

Although it has been reported that Vernon Sperry gave up coin machine operation last Summer because of his other enterprises, we learn from good authority that this Topeka operator is still very much in the coin machine game.

All of which brings us to the conclusion that whoever forecast the Fall boom in coin machines knew what he was talking about, for the trend is definitely up. ♦

Daval Appoints Savoy N. Y. Distributor

NEW YORK—The Daval Manufacturing Company of Chicago has appointed the Savoy Vending Company, Brooklyn, Daval distributors for Metropolitan New York.

In commenting on the appointment, A. S. Douglass, Daval president, said: "Who doesn't know Hymie Budin? As manager of Savoy Vending he has become one of the best liked, most trusted and respected personalities in this industry. We are happy to have him as our new Metropolitan distributor." ♦

18
COIN
MACHINE
REVIEW

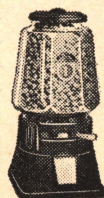
Salesmen Wanted

Salesmen calling on taverns, pool halls, cafes, bars, wanted to carry a sideline of Magical Tricks . . . every one a winner! This line embraces Spinning Dice, Tops, Chinese Dice Boxes, Put & Take Tops, Rolling Logs and others equally good. You can offer assorted samples at wholesale and still double or triple your money!

Write today for new low prices.

B. H. MeHarg

600 W. FIFTH QUANA, TEXAS



\$5.95

REGULAR

Vends
Charms,
Everything
Holds Full
5 Lbs.

THE LUCKY BOYS

LUCKY BOYS, Honestly Built, Honestly Sold, Either Size Your Money's Worth. Order Your Samples Today. You Be the Judge. Satisfaction or Your Money Back. 1/4 Dep., Bal. C.O.D. Manufactured by

KY. GUM CO.

3406 Garland Ave.

Louisville, Ky.

\$3.95

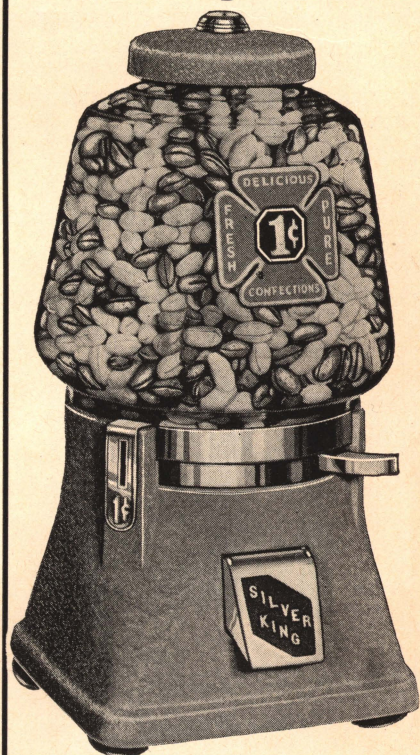
ROYAL
Vends All
Nuts,
Small
Candies.
Holds 2
Lbs. For
Bar or
Booth



MODERN MACHINES

MAKE MORE MONEY!

NEW "HAMMERLOID" Silver King Vendors



\$6.50 Each

AUTOMATIC METAL POLISH

New discovery! Keeps finest mirror finish on all aluminum, chrome nickel parts. Large 5-oz. can 50c

AUTOMATIC GAMES

2425 Fullerton Ave., Chicago, Ill.

DAILY
Profits
FOR YEARS
TO COME

with



METAL TYPERS



THIS is your introduction to the greatest profit opportunity which the coin machine industry has offered in a decade. Follow the judgment of hundreds of operators who find Metal Typers the most profitable investment, good for a lifetime of secured income.

SECURED INCOME *for*



In the operating business, the new trend towards service machines has received a powerful stimulation by the introduction of the new METAL TYPER.

Here is a beautiful new machine which will in no way conflict with your present equipment, but will give you additional income from many of your present locations, by offering facilities heretofore not available to the public.

METAL TYPERS render a definite service to every community by putting within easy reach of the public a coin operated machine which will emboss up to 32 letters upon a beautiful metal disc which is vended for only five cents.

The public is quick to recognize when it receives full value for its money, and the popularity which METAL TYPERS have attained within a short time is a testimonial that there is a large market for the attractive medals vended by them.

Every medal sold is an active salesman for you, because people like to show them to their friends who in turn become patrons of Metal Typers.

NUMEROUS USES FOR MEDALS

Every day brings new uses for these medals:

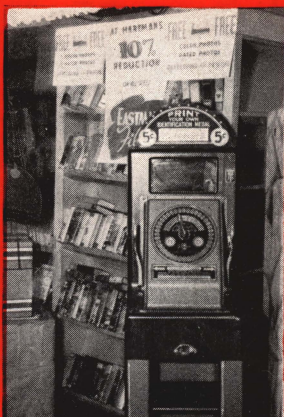
Identification Medals, Social Security Number Tags, Automobile License and Name Tags, Mailbox, Door Name Plates, on Golfbags, Luggage, Tool Boxes, Dog Collars — or to identify any kind of Property.

Greeting and Souvenir checks are a source of considerable income; Advertising for certain locations or for operators may be had on the same medals.

GREATEST PROFIT PRODUCERS

Profits earned by the new METAL TYPER are the talk of the industry; hundreds of operators have become convinced that METAL TYPERS will earn profits comparable with the best of amusement games, consoles and phonographs.

Collection reports show earnings to increase week after week, as customers discover new uses for medals.



for Daily Profits!

a LIFETIME



COMPLETE LEGALITY YOUR PROTECTION

No other machine in the legal service field could offer you such consistently high earnings over so long a period as Metal Typers; no wonder that business minded operators in many territories are making METAL TYPERS the backbone of their operating program, because they can depend on their earnings under all circumstances.

A LIFE INCOME FOR YOU!

When you buy Metal Typers, you are providing a lifetime income for yourself; there is a consistent demand for these medals over many years to come. At the same time, the quality workmanship built into this Metal Typer is your guarantee that it will always function correctly.

Its beautiful styling and attractive finish will always be in good taste; there will be no yearly models to eat away your profits. Once you have Metal Typers, you are all set to make money for a long time to come.



METAL TYPER



METAL TYPER Nameplate Machine

★ SPECIFICATIONS ★

★ METAL TYPER delivers beautifully engraved Aluminum Medal, stamped by player with 32 letters maximum, upon insertion of 5 cents.

★ Floor space 18 x 18", height 60", net weight 152 lbs.

★ Solid walnut cabinet, metal front and steel bottom case finished in beautiful Hammerloid Enamel and Chromium, give this Metal Typer a luxurious appearance suitable for finest of locations.

★ Metal Typer is equipped with a specially designed coin detector, which eliminates 99% of all slugs; special return coin chute for rejected coins and slugs.

★ Coin chute is equipped with special electro-lock, which closes coin opening when supply of medals has become exhausted.

★ Entire mechanism of Metal Typers is built to precision standards; assuring trouble free operation for many years.

★ Medals are embossed distinctively; hardened tool steel dies strike sharp, legible impressions, evenly spaced.

★ Mechanism is mounted on live rubber cushions which absorb all shocks and noises.

★ All parts of mechanism are easily accessible from rear, also entire mechanism can be removed quickly from cabinet for instant servicing.

★ Turret type magazine contains six tubes for the storage of medals, storage capacity of 1150 medals permits sales of over \$57.50 between service calls.

★ There is a locked steel cash box, into which cash drops directly from coin chute, thereby being out of reach of service man who might service machine or refill tokens. A double check for the protection of your earnings.

★ Front dial and instructions panel are of stainless steel, beautifully etched and enameled. An indicator dial shows customer how many letters he has already stamped, how many more to go.

★ Polished plate glass mirror adds to attraction of this Metal Typer, chromium cigarette ash trays protect marring of walnut cabinet.

★ Top sign, enameled in Blue and Gold, attracts customers to Metal Typer, shows many uses for medals resulting in additional sales.

BIGGER PROFITS

GROETCHEN TOOL CO.

122 North Union Street

CHICAGO, ILLINOIS

PRINTED IN U.S.A.

FOOL-PROOF OPERATION



Southern California

Mr. and Mrs. Jean Minthorne are back in Los Angeles after spending a few days the first part of the month in Arizona. Jean reports business increasingly good and produces sales contracts from all pockets to prove his point.

Mr. and Mrs. Joe Richarme, of Long Beach Coin, and Mr. and Mrs. Sheridan Thompson took a few days off and drove back to Detroit to pick up the Richarme's new 1940 Packard.

Judith Ann Hofberg is the name of the new member of the Murray Hofberg household. Judith made her appearance September 5th weighing 8 pounds and 7 ounces. To celebrate the occasion Pappy Hofberg hied off to the nearest Dodge dealer and picked up a new 1940 Dodge Sedan.

J. Frank Meyers, president of Exhibit Supply Company, Chicago, is on the coast vacationing at Palm Springs.

"Steve" Brodie and Paul Blair left Long Beach the end of September to show the new Brodie All-electric console cigarette vendor to eastern factories.

Mr. and Mrs. Frank Root, Lancaster, dropped into the REVIEW's Gift Shop the first of the month to browse. Frank is back on his feet following a minor operation and is loading up on new machines for his spots.

Mac Mohr is back in Los Angeles after a hurried trip to Chicago for a get-together with the heads of Automatic Libraries. Mac has been appointed divisional manager for the western states on the vendor and will soon have machines in Los Angeles.

Dick Hood, of H. C. Evans & Company, Chicago, was called to Los Angeles the end of September because of the death of his mother. Following her burial on the 26th he flew back to the windy city.

The Los Angeles run of Barnum and Bailey and Ringling Brothers Circus gave L. A. coinmen a chance to be young again and take their offspring to see the show.

E. C. McNeil, western representative for National Vendors, has departed on another sales trip through the north.

Murray Hofberg and Harry Kaplan, of Southwestern Vending Machine Company, left L. A. on the 5th for a four day visit with prominent coin machine operators between Los Angeles and San Francisco. The trip was a combination good will and "get business" affair.

E. J. Collins has opened an office in Los Angeles at 1119 Venice Boulevard to handle the sales of H. C. Evans & Company products. ♦

Automatic Library to Invade Coast

LOS ANGELES.—Within the next few days 10 Automatic Library machines will arrive in Los Angeles to be placed on test locations throughout the city.

Mac Mohr, of the firm of Mohr Brothers, has been appointed Divisional Manager for the Pacific Coast and will supervise the tests and future sales of the machines in the west.

The Automatic Library is a device to vend the well known Blue Books published by E. Haldeman-Julius Publishing Company of Girard, Kansas. Millions and millions of these famous books have been sold through newspaper advertising in years past and now for the first time a deluxe edition of 64 pages, containing approximately 15,000 words, has been made avail-

able for exclusive vending through the Automatic Library vendor.

The machine itself is 69" high, 39" wide and 16" deep, weighs 212 pounds and is finished in a marbled finish which harmonizes well with all colors. It is completely mechanical in operation and electricity is used only for illumination of signs. The vendor has a total book capacity of 624 books and 18 different selections can be made available. Books are purchased by operators at 2½¢ each. Location is paid 2½¢ commission on each book, leaving a net of 5¢ per book for the operator.

In exhaustive tests made in the east and middle west the machine has averaged \$35.00 per week in sales with \$1.00 minimum sales in the poorest locations.

"Railroad depots, bus stations, hospitals, Five and Ten Cent stores, hotel lobbies, air-

ports, Clinics, Y. M. C. A., athletic clubs, public buildings, department stores, book stores, drug stores, office buildings, waiting rooms, universities, business schools and countless hundreds of other locations are ideal spots for the Automatic Library," states Mohr.

The vendor is being manufactured by Automatic Libraries, a division of the O. D. Jennings Company, Chicago. ♦

New Polish Is War on Dirt

CHICAGO.—The Automatic Games of Chicago has developed a new metal polish that has really declared war on dirt. This new metal polish gives a fine mirror-like finish on all aluminum and chrome parts. It comes in 6 oz. cans and is very reasonably priced. ♦



We'll Bet Our Best Shirt On These PROVEN FALL WINNERS!

Genco		Keeney	
MR. CHIPS	\$87.50	THRILLER	\$87.50
Chi. Coin		Bally	
DUCKY	87.50	WHITE SAILS	87.50

• USED BARGAINS •

Alps, free game	\$27.50	Multi Races	30.00
Airport	57.50	Natural	15.00
Bubbles, free game	35.00	Ocean Park	55.00
Box Scores	35.00	Ragtime	20.00
Bang	67.50	Rinks	27.50
Buckaroo	50.00	Stop 'N Go	27.50
Chubbies	42.50	Side Kick	27.50
Chevron	50.00	Spottem	50.00
Fifth Inning	45.00	Sky Rockets	25.00
Headlines	55.00	Toppers	65.00
Hi-lite	50.00	Up and Up	60.00
Miami	40.00		

★★★★★ SPECIALS

5 Buttons (A real novelty game)ea.	\$13.50	5 Spokes	ea. 12.50
		3 Odd Ballsea.	15.00

Long Beach Coin Machine Exchange

1628 EAST ANAHEIM

PHONE: 722-64

LONG BEACH, CALIF.

23
COIN
MACHINE
REVIEW

WE ARE NOT GOING OUT OF BUSINESS

25 YEARS IN THE COIN-OPERATED MACHINE BUSINESS AND WE HOPE TO SERVE THE INTER-MOUNTAIN STATES FOR 25 YEARS MORE—WITH THE LATEST AND BEST WE ARE CLOSING OUT ALL CASH PAYOUT GAMES AT PRESENT AT VERY LOW PRICES

5 HAWTHORNES	\$ 72.50	10 MILLS FLASHERS (Fruit)	\$ 35.00
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10 FLEETWOODS	27.50	2 POT SHOTS (Cash Pay)	65.00
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10 HANDICAPPERS	37.50	5 DERBY TIMES (6 Coin)	47.50
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12 TURF CHAMPS	15.00	1 PIKES PEAK	15.00
1 QUINELLA (1 Coin)	22.50	1 WESTERN BASE BALL (Cash	
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2 weeks, No. 430,000)	60.00	Discount in lots of five or more	

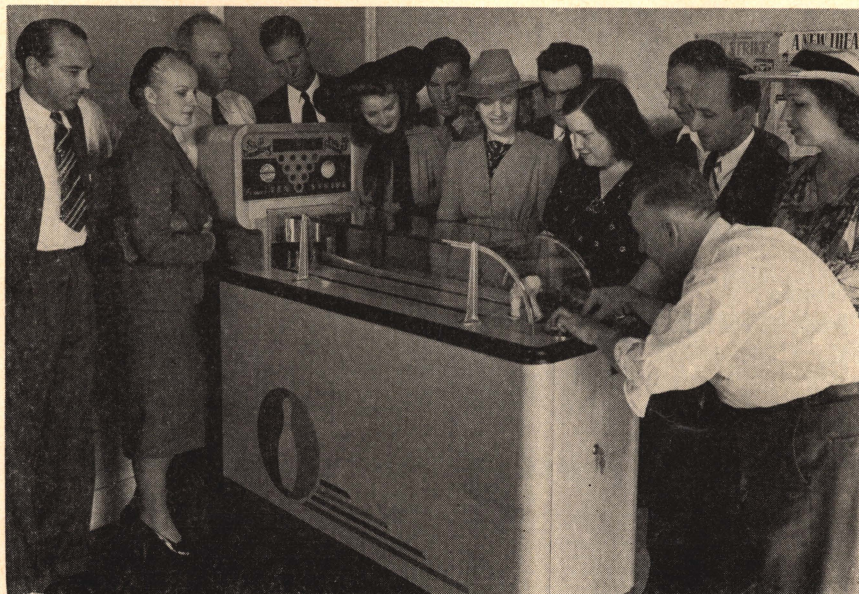
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CULLEN HOTEL BLDG.
SALT LAKE CITY, UTAH



TEN STRIKE has caught the fancy of western operators. The above photo, taken in the newly opened offices of Ed. Collins, H. C. Evans western representative at 1119 Venice Boulevard, Los Angeles, shows an enthusiastic group watching a demonstration on the machine.

Evans' Bowling Game Hailed as "Way Out"

CHICAGO.—Believed by many coin machine leaders to be the solution to the industry's problem, Ten Strike, the new Bowling Sensation recently introduced by H. C. Evans & Co., is reported as creating a furore in many parts of the country.

The game is 100% legitimate everywhere, because it is real bowling, dependent entirely upon the player's skill. It is different, because it is played without any make-believe or imagination. The striking feature is that it attracts crowds of players, who are anxious to play for the sake of the sport alone, without any attempt at rewards. In play action it is irresistibly intriguing. A little manikin figure, entirely under player's control throughout the game, actually bowls the ball down the miniature alley, topples the pins, makes strikes and spares, precisely as in regulation bowling. An Automatic Pin Boy feature clears fallen pins, resets them at the end of each frame, and sends the ball back down the run-way ready for the next shot. Spares give player an extra ball, strikes give him an extra frame. Scoring is complete, exact and entirely automatic. The backboard shows which pins fall, frames played, strikes and spares made, and totals which are tallied throughout the game in most ingenious fashion. Play consists of

5 frames for 5c and takes an average of but 55 seconds per game.

The machine is housed in an elegant streamline maple console cabinet, the entire top being enclosed in plate glass in chromium frame. The precision mechanism was developed by Evans' engineers as a re-



Fascinated crowds flock around Evans' Ten Strike. This bowling game is the center of attraction at the Sherman Hotel, Chicago.

sult of long research, experiment and investigation and is said to be a marvel of ingenuity. The game is protected by copyright and patents.

"Ten Strike has been developed by us," said R. W. (Dick) Hood, president of Evans, "as much for the good of the industry as for our own profit. Bowling is a universal favorite among games, followed by more millions of people than any other indoor sport. Its popularity extends to every corner of our nation. It enjoys the approval and endorsement of business and civic leaders and churches everywhere. Ten Strike puts this popular game into an automatic machine with such fascinating skill-play action that it makes an instant public hit.

"Many leaders of the industry have told us," Hood went on, "that the day has come when we must be honest with ourselves about the future of the coin machine business. The industry needs a game such as this. It has long been conceded that the only way out is through some kind of legitimate play that can provide big-time money-making in strict harmony with the law. Ten Strike supplies the perfect answer. This sensational game is attracting immense crowds and commanding top play wherever it has been introduced, regardless of type of location. People flock to it and play entirely for the sake of the sport, just as they bowl on regulation alleys for sport alone. Rewards are as unnecessary with Ten Strike as they would be in bowling alleys, and operators are spared the grief from pay-offs, "ice", location disputes and endless legal entanglements.

"H. C. Evans & Co., is indeed grateful to the coin machine industry," said Dick Hood in conclusion, "for the instant and wholehearted acceptance of Ten Strike, for the compliments and enthusiastic endorsement from veterans of the business, and for the flood of orders pouring in every day. We are proud to have created the game that will mean so much to the future of the industry. Production on a large scale is under way, and we intend to spare no efforts to keep up with the demand, no matter how heavy."

"Good morning, Mrs. Kelly," said the doctor, "did you take your husband's temperature, as I told you."

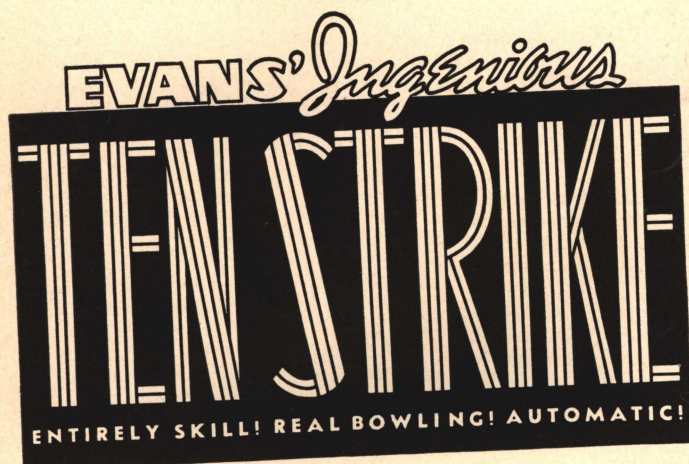
"Yes, doctor, I borrowed a barometer and place it on his chest; it said 'very dry' so I bought him a pint o' beer and he's gone back to work."



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ONCE again . . . Evans supplies the perfect answer to the industry's problem! A BIG-TIME MONEY MAKER, strictly within the law . . . based on a sport that's 100% legal in every city, village and hamlet in the country! It's the game to put your business back into public, esteem . . . and guarantee your future income! Perfect for Phonograph operators too!

● **NO MAKE-BELIEVE PLAY!** TEN STRIKE is real bowling! The manikin, entirely under player's control, actually bowls the ball down the alley! Automatic Pin Boy clears toppled pins, returns ball for second shot of frame. Backboard records frames played, pins knocked down, spares, strikes and total score, identically as in regulation bowling. Strikes give 2 extra balls, spares, 1 extra ball!

● **NO PAYOFFS!** No grief with location . . . no "ice" . . . no profit drain!

● **NO LOST LOCATIONS!** No attempt to circumvent the law!

● **NO LEGAL ENTANGLEMENTS!** Clean, wholesome sport that brings players flocking.

FAST, MONEY-MAKING!

5 frames for 5c . . . average 55 seconds to play! Figure the earning possibilities! Cabinet is of elegant natural maple, top entirely plate glass covered, chrome frame. Evans' famous precision mechanism . . . perfect performance guaranteed!



25
COIN
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REVIEW

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Direct Factory Representatives

Camoa Entertains 5000 at Series of Goodwill Banquets

LOS ANGELES—Bringing the problems and plans of the Association direct to the location-partners of members of the California Amusement Machine Operators' Association was accomplished in an unprecedented manner during the week of October 8th when CAMOA entertained more than 5000 location owners, their families and employees at dinner meetings at the luxurious new Earl Carroll Theater Restaurant in Hollywood.

More than 1000 location owners were entertained nightly on the first five nights of the week, lavishly dined with a Chicken dinner and entertained by the Earl Carroll Theater Revue with sixty of the most beautiful girls in the world.

Purpose of the series of meetings was to better acquaint locations with just who CAMOA is, what its membership consists of, how it operates, what its plans and purposes are, what problems it is now confronting and how best marble machine operators may work hand in hand with location owners to stimulate and increase the general gross business in the thousands of locations in metropolitan Los Angeles.

Charles Cradick, counsel for CAMOA, officiated at a short meeting each evening and explained the various phases of the organization. He pledged the wholehearted efforts of the membership towards endeavor-

ing to aid both small and large business firms through the proper regulation of the machines in their establishments. In return he asked the location owners if they were willing to stand shoulder to shoulder with the marble game operators in a fight to protect the business and keep it on the same high plane it has had in the past should difficulties present themselves. The answer was an uproarious ovation that lasted several minutes.

Cradick introduced various prominent political figures each evening and each speaker expressed his approval of the present method of operation and pledged support in any crisis.

Following the dinner and short meeting the lavish Earl Carroll Revue was presented on the magic revolving stage to the delight and enjoyment of the guests. Dancing followed until 2 a. m.

The CAMOA meetings mark a new first for CAMOA for it represents the first time in the history of the marble machine industry that a trade association has undertaken such an effective method of building goodwill for its membership. Due credit must be given to Charles Cradick and his associates for the magnificent manner in which the whole affair was handled and the dignity that surrounded every feature of the entire series of meetings.

New Payout Poker Console by Bally

CHICAGO—Announcing the new Royal Flush console with spinning reel action, Ray Moloney president of Bally Mfg. Company pointed out that the machine not only "shuffles" and "deals" the cards but pays winners automatically.

"Royal Flush," Moloney explained, "plays official poker according to Hoyle. Although the mechanism is all-electric, the 5 reels actually spin as on a bell. After a well-timed spin, the reels click to a stop in rotation left to right—dealing one card—two cards—three—four—five—while the player tingles with suspense. Then, as the fifth and final reel stops, the mechanism responds to the 'show' with mystifying accuracy and immediately releases an automatic payout on 3-of-a-kind or better! There are six different payouts, plus a juicy jackpot, and each payout corresponds to the 'hand' lined up in the windows when the spinning action stops. And yet the Royal Flush cabinet actually contains less mechanism than the average pay-table.

The clever Royal Flush mechanism is matched by the tasteful combination of beauty and realism of the machine. The cabinet is richly paneled walnut finish, very attractively styled. The reel display is illuminated by indirect lighting and concealed by a hinged lid when not in use. Cards on the reels are full color miniatures of standard playing-cards—so realistic that U. S. Playing Card Tax Stamps must be affixed to the machine. Reel-tapes are finished in lustrous laminated cellophane, and the award card is a golden tone metal plate with card symbols and awards etched in black and red.

"Royal Flush is available in either nickel or quarter play and the operator has a further choice between automatic payout and ticket vending models.

A Georgia lawyer tells of a darkey charged with theft. His lawyer decided to put him in the box in his own behalf. The magistrate being doubtful if the darkey understood the nature on an oath, undertook to examine him on the point.

"Henry," he said, "you know what will happen to you if you tell a lie?"

"Yes, sah," said Henry. "Ah'll go to hell and burn a long time."

"Quite right," replied the judge. "And now, what will happen if you tell the truth?"

"Yes, sah," said Henry. "We lose de case."

Grandbois Products Hit With Vending Patrons

KALAMAZOO—Surprising indeed is the steady stream of compliments forwarded to the U. G. Grandbois Company plant in Kalamazoo, Michigan, by operators throughout the United States and Canada who pass on the comments made by vending machine patrons.

Specializing in quality products for the vending machine operator the Grandbois Company has a fast-growing list of steady operator-customers in all parts of the country. A wide variety of products are manufactured and the operator can fill his every merchandise requirement from the vast array of attractive items available.

Out They Go!

Mills V12 Cigarette
Machinesea \$22.50
Ray's Tracks.....ea 37.50
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SPECIAL!!!

6 Kunkel Popcorn Vendors. White porcelain finish. Like new. A steal at this price.....ea. **\$22.50**

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OCT., 1939

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MUSIC

Music Manufacturers Association Formed

CHICAGO—The Automatic Phonograph Manufacturers' Association is the name of a new group formed recently, with offices at 120 South LaSalle Street. C. S. Darling, former NACOMM manager, is secretary. The John Gabel Manufacturing Company, Mills Novelty Company, Rock-Ola Manufacturing Corporation, J. P. Seeburg Corporation, and the Rudolph Wurlitzer Company comprise the membership.

In an announcement sent out to music operators, Darling stated that "the Automatic Phonograph Manufacturers' Association—APMA—will, as an entirely voluntary association of manufacturers of automatic phonographs, serve this industry for the purpose of making the business of operating, distributing and manufacturing phonographs a more permanent, satisfactory and profitable business for all concerned."

The new association supersedes the former Musical Instrument Division of the National Association of Coin-Operated Machine Manufacturers. ♦

Distributing Outlet Formed by Marquette Music

DETROIT—To better serve Michigan operators with Wurlitzer phonographs, the Marquette Music Company announces the formation of a new and separate subsidiary company to handle the distribution of machines for the state of Michigan.

The new company is to be known as the Wolverine Music and Specialties Company, with offices, showrooms and warehouse space at 1010 Beaubien Street in Detroit. Harold G. Graham has charge of the new firm and is assisted by Max M. Marston, former secretary-manager of the Michigan Music Operators' Association. ♦

Merchandising the Christmas Music Season

ST. LOUIS (RC)—Getting the most out of the holiday season for the phonograph operator or music route man is exactly the same proposition as for any other "merchant," according to several prominent St. Louis phonograph operators who have realized the most from past Christmas dealings—you've got to go out and meet the prospect on his own terms, sell him something he wants, and finally, music must be merchandised just as strongly as tangible property.

There are several fields in which the phonograph plays a logical holiday role, a survey revealed—churches, retail stores, entertainments, grocery stores—in fact, every kind of business establishment where building a Christmas atmosphere is vitally important. Likewise, phonographs draw a better play with the merry attitude characteristic of the December month—so it behooves the phonograph operator to look at both sides of the potential market before making any definite efforts.

One St. Louis operator makes a yearly policy of visiting all denominations of churches around October 10th, offering a table model or small phonograph to be used in connection with exterior religious or Christmas displays at a base price of \$20 for the month—stepping this up according to how many records are desired, amplifiers, wiring, etc. He seldom goes below \$35 when the job is actually installed, and inasmuch as this service requires older, obsolete models only, there is a very real percentage of profits involved. In contacting churches, this operator suggests, the

music man must be careful to play up the automatic, attention-free virtues of the coin phonograph, and make careful plans for hiding it—otherwise the average church committee will be inclined to be doubtful about its propriety.

In "hymnalizing" department stores or other retail buildings, the operator must figure closely with the management, another St. Louis firm, specializing in this branch of supply, reported. Most of the department stores who realize the sales value of pleasant Christmas music budget so much income for this purpose—but figure installation on a strict cost-plus basis, which means that the phonograph operator must be absolutely sure of his own costs and requirements before accepting such a contract. One of the largest of this type of job was a huge department store in St. Louis which used eight machines last year with over thirty amplifiers, at a total cost of \$800. Smaller stores are equally good prospects, the St. Louis phonograph firms reported, and can be sold on the idea by early contacts and plenty of emphasis on the goodwill and pleasant atmosphere provided.

Fred Pollnow, one of the veteran operators in this field, gets good results each year from a small card printed after the manner of a Christmas greeting card which is pasted in the glass of his phonographs in better locations. The card invites listeners to rent a phonograph for home holiday displays, entertainments, socials, etc.—always a score or more customers turned up. He also uses a battery of old machines for grocery store and supermarket rentals—with two or more amplifiers figured at \$10 each for the Christmas month.

The ideal method, according to general consensus, of getting rental holiday business is to figure several representative layouts with complete costs, profits and other figures plainly shown for the prospect's benefit. In this way it is possible to put the idea on a sound foundation which opens up a wide new field for the phonograph operator. ♦

Bell Music Joins Polka Parade

CHICAGO—Bell Music Company, publishers, have joined the "Polka Parade" with a new release titled "Down at Polka Joe's." This is another Hull-Heritier tune, the team whose recent cowboy hit, "Hansome Joe," proved a money-maker for the ops as waxed by Patsy Montana on Vocalion. ♦

Alec Templeton Joins Victor

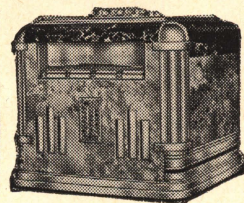
CAMDEN, N. J.—Alec Templeton, brilliant young blind pianist, who is recognized as one of today's cleverest musical caricaturists, has been signed to record for Victor. ♦



Ben Bennett, left, head of the Bennett Music Company, Phoenix, Arizona, orders out another carload of Rock-Ola Luxury Lightups, while George R. Murdock, Rock-Ola District Manager, beams his approval.

SENSATIONAL OFFER

FOR ONLY \$59⁰⁰ WE WILL
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ROCK-OLA INTO AN . . .



East Coast Luxury Marblite Counter Model

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SPECIFICATIONS

1—SIZE: 20½" high, 21¾" wide, 19¼" deep.

2—ILLUMINATION: Full sized red plastic pillars; rainbow effect in record chamber.

3—CABINET: Mouldings of Black Marblite, all flat surfaces of variegated American Marblite effects.

4—TAPE PROOF 5-10-25c SLOTS . . . (The ONLY Counter Model with 3 Slots).

5—12-Record Rock-Ola Multi-Selective Mechanism.

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AMERICA'S LARGEST STOCK OF FINE USED PHONOS AT WORLD'S LOWEST PRICES!!
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EAST COAST PHONOGRAPH DISTRIBUTORS, INC.

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Fox Is Outstanding Example of Success

SAN DIEGO.—What makes an operator successful? The service card of the A. J. Fox Company of San Diego tells the story. Seven men on duty 24 hours per day and each name and phone number is neatly printed on the card.

In six years Gus Fox has grown from a one man organization to a twelve man concern. Today he operates about 400 Rock-Ola phonographs, some 300 to 400 amusement games of leading makes, 200 Rock-Ola Lo-Boy scales, over 200 National Cigarette and Candy Merchandise machines and a couple hundred penny peanut and gum machines.

Evidently Gus Fox feels that diversification is the answer. He believes in giving his customers a complete service and helping them to make money through a wide use of the right type of automatic equipment.

Another outstanding thing is the loyalty of every man in the Fox organization. He pays good wages and goes out of his way to keep every man happy and satisfied.

Fox is probably one of the most popular operators on the Pacific Coast and in San Diego he is tops with thousands of people. Every year he spends hundreds of dollars buying Christmas gifts and remembers every location and everybody working in that location from the janitor up.

He has a personality that is the envy of many an operator and when anybody drops into his office he always has a cheery hello

and a friendly drink for those that might like to indulge.

Salesmen often find it hard to sell Gus Fox any line that might compete with his present lines but that's because of his loyalty to those manufacturers who helped him in the beginning.

Music Improves Cafe Service Sez Ed.

LOS ANGELES.—A community newspaper in Viewpark, suburban community, had this to say concerning a new phonograph installed in one of the town's main restaurants:

"MUSIC has been put to a use which, while not exactly new is refreshing, by a Viewpark restaurant man. He recently installed one of these phonograph record machines in his place of business. He notes that aside from any monetary return, the effect of harmony, however questionable musically, in an eating establishment, is startling.

"Waiters who formerly appeared to be in the last enervated stages of hookworm have suddenly become animated jitterbugs. Ham and eggs appear with the suddenness of a 'hot jive' and hot cakes and waffles are 'in the groove' to the rhythm of 'a little yellow basket.'

"One thing that wasn't so good was when a beefsteak dinner appeared to the strains of 'The Donkey Serenade' but we must, perforce, agree with the graveyard shift boys, whose favorite is 'Two Sleepy People.'"

Andrews Sisters Given "Success" Award

NEW YORK—With over a half million record sales to their credit, the Andrews Sisters, Decca favorites, received the applause of their fellow entertainers, recently, when members of the National Swing Club of America held a big jazz jamboree at the Hippodrome.

The three girls, Maxine, Patti and Laverne, were presented with one of the club's trophy awards and a silver disc record in recognition of the contribution they have made to American jazz. President Ed. J. Harris made the award.

The vicar was appealing to members of his congregation to supply refreshments for the church social.

"And now, please remember," he ended, "what we want are no abstract promises, but concrete cakes."

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#65 Fibre Record Carrying Case	2.60
#70 Candy and Gum Carrying Case	2.45
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#75 "G" Illuminated Bar Grille	6.95
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COIN
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Making a Success of Rural Locations Requires SPECIAL ROUTE MANAGEMENT

By Robert Latimer

No profession requires more versatility than the management of a rural route of automatic phonographs, says Ralph Denton, of Cuba, Missouri, who is not only one of the best-known, but also one of the most successful owners in the states of Illinois and Missouri. Like most ops who run a successful string of machines in such varied locations as beauty shops and taverns, Mr. Denton started in a small way five years ago, built his string to huge proportions, then cut it down to 51 machines, which he considers the ideal size for the maximum profits to be obtained. He went through a long process of learning his market, ascertaining the type of music which would "sell" in each location, and a great deal of elementary psychology which is the fundamental groundwork of his goodwill and profits. The result? Mr. Denton's 51 machines are all paying a consistent profit, and he has been able to purchase 20 new Wurlitzers each year through a novel management system of proven practicability.

"Competition is actually stronger in rural locations than in cities," Mr. Denton told a COIN MACHINE REVIEW representative. "We have fewer good spots to spread around, and I have found that even the most co-operative operator likes to try out new fields occasionally, with the result that I often have quite a bit of friendly competition to deal with. I have found, however, that the things which offset this are real service to the location owner, making him a partner in the business, and finally, making it so profitable for him to push my music that it's natural for him to do so."

First of the basic points which Mr. Denton considers vital to insuring his business from the ground up is a steady policy of introducing new machines. Unlike many operators who purchase new machines as the need arises, Mr. Denton has always followed a strict plan of using a ratio of 20 new machines to the total of 51. This has never gone below 19, and the rest of the string, exclusive of a few Wurlitzer 412's, is less than two years old. The advantage of this idea, it was pointed out, is that Denton can depreciate his better machines in this territory in top-flight locations, then move them down without sacrificing one bit of the approval involved. All location owners on his string appreciate the idea, and the 20 new machines purchased yearly are a convincing argument for allowing him any spot. Although Denton's routes cover milk bars, drug stores, beauty shops, taverns, and dancehalls, there is always a new machine for the right location, and by continually offering this newness-feature, he makes certain that no one can make a better offer.

Service, where the spots are often separated by as much as twenty miles, is another important factor, one of the most, in fact. Denton's machines all bear a tag promising speed-limit service in case of any breakdown—and this is no idle boast. He has one permanent service man who is

kept busy with that sole occupation, and can usually reach the spot within a half-hour or forty-five minutes, no matter how far away. On each service call, the service man leaves the telephone number at Denton's office, and is often routed over the territory for an entire day without touching the home office. Contiguously with this it might be mentioned that Denton's route has a larger amount of service calls than the average—attesting to the huge amount of use poured on every machine. Location owners have learned to depend on quick service of this type, and that confidence is a strong selling point in every case.

Selecting records is the toughest job of all, Denton says, in comparison with the comparatively easy task of the metropolitan phonograph operator. City tastes are usually closely allied, and the same music will pull nickels, whereas in the country or suburban areas, no such situation exists. For example, spotted directly in between two phonographs which play nothing but top-flight numbers by leading popularity bands is one machine which averages \$49 per week on a straight menu of hill-billy numbers. Other locations are in exact reverse. The only plausible way to explain this, Denton says, is that 25% of his machines carry straight sweet music, 25% hill-billy numbers, and the remainder is scattered in varying ratios of popular bands and novelty hill-billy stuff.

For that reason, Denton has to have daily contact with his locations, and travels his entire route almost every day. Five years of experience has taught him to make the right selections—and in only rare cases is his judgment unprofitable. He usually picks 12 hit-parade numbers and 12 novelty or hill-billy selections, depending on the youth factor prevalent at each location. Occasionally, when one machine falls off sharply, changing over from novelties to a straight program of sweet music often revitalizes the profits—this occurring about once a month on the average.

All Denton's phonographs are changed completely every week, and as an important point, *always at the same precise time*. This clocklike regularity appeals strongly to locations, he has found, and for that reason he is never more than two minutes off on record time in any week. This requires carefully-planned time and service, but always pays results. The cash box is always opened at this time, and commissions paid after the merchant or owner has supervised the counting personally. Denton has never had a complaint from this angle, and enjoys unusually complete confidence from every location.

Pushing music wherever possible in good locations has also paid results. In these spots, usually fine restaurants, Denton makes up a musical menu to complement the real menu, and sees that they are left on tables where waitresses may suggest various songs. He also gives the owner one "special request" a week—knowing that

the location owner will suggest his own favorite to his patrons.

Finally, Denton makes a complete profit-analysis twice a year for his spots, and shows the owner carefully how the machine can aid both of them. He uses a bill-book bookkeeping system, making an original of each week's income for the owner, and a duplicate for the files. This policy makes the average location wide awake to the desirability of pushing the machine, and has paid excellent results during Denton's five year experience. ♦

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BLUEBIRD
RECORDS



29
COIN
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REVIEW

Record Score Sheet

• KEY TO RATING •

BLUEBIRD

- 4★ 10426 Charlie Barnet
MY HEART KEEPS CRYING (FT VC)
TAKE A TIP FROM THE WHIP-POOR-WILL (FT VC)
- 3★ 10427 Bob Chester
I CAN'T TELL WHY I LOVE YOU BUT I DO (FT VC)
BILLY (FT VC)
- 4★ 10428 Carl Lorch
SWING LITTLE INDIANS, SWING (FT VC)
YOU'RE GONNA FALL AND BREAK YOUR HEART (FT VC)
- 3★ 10429 Jelly Roll Morton
OH, DIDN'T HE RAMBLE (FT VC)
WININ' BOY BLUES (FT VC)
- 4★ 10430 Artie Shaw
OH, LADY BE GOOD (FT)
I SURRENDER, DEAR (FT)
- 4★ 10431 Dick Todd
ONE MORNING IN MAY
LAZY RIVER
- 3★ 10432 Wingie Manone
LIMEHOUSE BLUES (FT)
FARE THEE, MY BABY, FARE-THEE-WELL (FT VC)
- 2★ 10433 Cliff Nazarro
I'LL REMEMBER (N)
HOW TO LEARN TO TAP DANCE (N)
- 3★ 8246 Bill Boyd's Cowboy Ramblers
BY A WINDOW (FT HB)
SOMEBODY'S BEEN USING IN (FT HB)
- 2★ 10410 Ozzie Nelson
STRANGER THINGS HAVE HAPPENED (FT VC)
SEVENTEEN (FT VC)
- 4★ 10411 Carl Lorch
ANGRY (FT VC)
LET'S SAY GOOD NIGHT TO THE LADIES (FT)
- 3★ 10412 Artie Shaw
LAST TWO WEEKS IN JULY (FT VC)
TWO BLIND LOVES (FT VC)

★★★★★ **EXTRA GOOD.** Ideal for phonograph operations. Don't fail to get it. Outstanding number.

★★★★ **VERY GOOD.** Has universal appeal. Recommended for any type location.

★★★ **GOOD.** Returns, in most cases, will vary according to type of location and patronage. Not unusual.

★★ **FAIR.** Typed to a measure, i. e., may prove profitable in certain locations.

★ **WEAK SISTER.** Not strong enough to pay own freight. Short lived number.

ABBREVIATIONS: FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; OT—Old Time; R—Race; HB—Hillbilly.

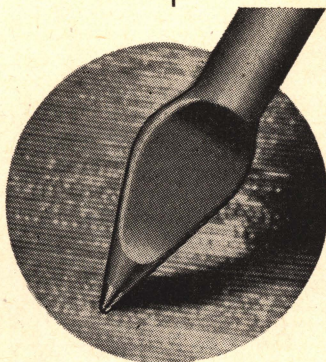
- 3★ 10413 Ziggy Elman
YOU TOOK ADVANTAGE OF ME (FT)
I'M YOURS (FT)
- 1★ 10414 Bob Chester
OO OO OO (I'M THRILLED) (FT VC)
GOODY GOODBYE (FT VC)
- 2★ 10415 Ethel Waters
BREAD AND GRAVY (V)
PUSH-OUT (V)
- 4★ 10402 Dorothy Lamour
MY HEART KEEPS CRYING (V)
I'M ALL A-TREMBLE OVER YOU (V)
- 4★ 10403 Shep Fields
BOY SCOUT IN SWITZERLAND (FT)
SLEEPY MOON (FT VC)
- 3★ 10404 Glenn Miller
BLUE MOONLIGHT (FT VC)
MY PRAYER (FT VC)
- 2★ 10405 "Fats" Waller
SQUEEZE ME (FT VC)
WAIT AND SEE (FT VC)

- 3★ 10406 Artie Shaw
DAY IN—DAY OUT (FT VC)
PUT THAT DOWN IN WRITING (FT VC)
- 3★ 10407 Abe Lyman
STOP KICKING MY HEART AROUND (FT VC)
THE MONKEYS HAVE NO TAILS IN PAGO PAGO (FT VC)
- 3★ 10408 Red Nichols
WAIL OF THE WINDS (FT)
DAVENPORT BLUES (FT)

DECCA

- 4★ 2734 Bob Crosby
BLUE ORCHIDS (FT VC)
THE WORLD IS WAITING FOR THE SUN-RISE (FT VC)
- 4★ 2736 Russ Morgan
AN ANGEL IN A FURNISHED ROOM (FT VC)
MARCHETA (FT VC)
- 3★ 2735 Jimmy Dorsey
BODY AND SOUL (FT VC)
DIXIELAND DETOUR (FT)
- 3★ 2737 Clyde McCoy
A LONELY GONDOLIER (FT VC)
SHADES OF GREY (FT VC)
- 3★ 2738 Jan Savitt
IT'S A HUNDRED TO ONE (FT VC)
THE PAPER PICKER (FT VC)
- 2★ 2739 Jan Savitt
VOL VISTU GAILY STAR (FT VC)
TWILIGHT INTERLUDE (FT VC)
- 2★ 2740 Billy Kyle
FINISHIN' UP A DATE (piano)
BETWEEN SETS (piano)
- 4★ 2741 Freddie Fisher
THEY GO WILD SIMPLY WILD OVER ME (FT VC)
AT THE MOVING PICTURE BALL (FT VC)
- 3★ 2742 Plehal Brothers
HOME COMING WALTZ
JOLLY LUMBER JACK (Polka)
- 3★ 2744 Dick McIntire
MAUI CHIMES (Hawaiian)
HILO MARCH (Hawaiian)
- 4★ 2676 Bing Crosby
HOME ON THE RANGE (V)
MISSOURI WALTZ (V)
- 5★ 2679 Bing Crosby
I'M AN OLD COWHAND (V)
MY LITTLE BUCKAROO (V)
- 2★ 2727 Jimmy Dorsey
SO MANY TIMES (FT VC)
TAKE A TIP FROM THE WHIP-POOR-WILL (FT VC)
- 3★ 2728 Woody Herman
ROSETTA (FT VC)
LOVE ME (FT VC)
- 3★ 2729 Louis Armstrong
BABY WON'T YOU PLEASE COME HOME (FT VC)
SHANTY BOAT ON THE MISSISSIPPI (FT VC)
- 3★ 2730 Bob Howard
YOU BETTER COME BACK (FT VC)
KEEPIN' OUT OF MISCHIEF NOW (FT VC)
- 4★ 2731 Roy Smeck
SOUTH OF THE BORDER (FT VC)
OUT OF PORT (FT VC)
- 4★ 2732 Ambrose
MY PRAYER (FT VC)
SOUTH OF THE BORDER (FT VC)
- 3★ 5723 Shelton Brothers
YOU CAN'T FOOL A FOOL ALL THE TIME (OT)
MY OWN SWEET DARLING WIFE (OT)
- 5★ 2707 Ink Spots
ADDRESS UNKNOWN (N)
YOU BRING ME DOWN (N)
- 4★ 2709 Glen Gray
LOVE GROWS ON THE WHITE OAK TREE (FT VC)
PRELUDE IN "C" SHARP MINOR (FT)
- 4★ 2720 Russ Morgan
JUST FOR A THRILL (FT VC)
THE THRILL OF A NEW ROMANCE (Rumba FT VC)
- 3★ 2722 Count Basie
HEY LAWDY MAMA (FT N)
THE FIVES (FT N)
- 4★ 2723 Andy Kirk
THEN I'LL BE HAPPY (FT VC)
DUNKIN' A DOUGHNUT (FT)
- 4★ 2725 Joe Daniels
TIGER RAG (FT)
DRUMMER MAN FROM DIXIE (FT)
- 4★ 2701 Guy Lombardo
MY LAST GOODBYE (FT VC)
IN AN 18TH CENTURY DRAWING ROOM (FT)

30
COIN
MACHINE
REVIEW



PERMO METAL and PERMO POINT NEEDLES

PERMO METAL is a scientific achievement in metallurgy representing over eighteen years of research. Compounded from precious metals of the platinum group, the rarer of which are Osmium, Ruthenium, Iridium and Rhodium, PERMO METAL is manufactured to produce an alloy of unusual characteristics vital to the perfection of PERMO POINT Needles. Most important characteristic is the "plastic" component which permits the PERMO METAL point to polish in the record groove with "satin smoothness" and resist the abrasive action of the record material, yet maintaining true tone fidelity. Thus PERMO POINT Needles are "self-lubricating" in the record groove. PERMO METAL, combined with the indispensable feature of the patented elliptical point, provides music operators with the only dependable needle for coin-controlled phonographs accepted as standard in the trade and backed by eleven years of proven experience. PERMO METAL is exclusively manufactured in PERMO'S LABORATORIES in Chicago and Only PERMO NEEDLES are tipped with PERMO METAL. Protect your own best interests and accept Only Genuine PERMO POINT NEEDLES from your bona fide distributor.



PERMO PRODUCTS CORPORATION

Manufacturing Metallurgists - 6415 Ravenswood Ave., Chicago

Get in the Money with Music's Big Money- makers

CARL LORCH AND HIS ORCHESTRA
Bluebird 10411—Angry

Let's Say Goodnight to the Ladies
(And We'll Come Right Back Again)

CARL LORCH AND HIS ORCHESTRA
Bluebird 10428—Swing Little Indians, Swing

You're Gonna Fall and Break Your
Heart

LIONEL HAMPTON AND HIS ORCHESTRA
Victor 26362—Ain'cha Comin' Home
12th Street Rag

TOMMY DORSEY CLAMBAKE SEVEN
Victor 26370—Alla En El Rancho Grande
Shoot The Sherbet To Me Herbert



LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO 70 Tenth Street

VICTOR

- 3★ 26369 Sammy Kaye
MY PRAYER (FT VC)
IF I KNEW THEN (FT VC)
- 3★ 26370 Tommy Dorsey Seven
ALLA EN EL RANCHO GRANDE (FT VC)
SHOOT THE SHERBET TO ME HERBERT
(FT VC)
- 2★ 26371 Lionel Hampton
HOT MALLETS (FT)
WHEN LIGHTS ARE LOW (FT)
- 4★ 26372 Maxine Sullivan
JACKIE BOY (V)
SING SOMETHING SIMPLE (V)
- 3★ 26353 Alec Templeton
AND THE ANGELS SING (piano N)
STAR DUST (piano)
- 3★ 26354 Larry Clinton
SATAN IN SATIN (FT)
GOLDEN BANTAM (FT)
- 4★ 26355 Bob Zurke
BETWEEN THE DEVIL AND THE DEEP BLUE
SEA (FT VC)
I'VE FOUND A NEW BABY (FT)
- 4★ 26356 Tommy Dorsey
ALL IN FAVOR OF SWING SAY "AYE"
(FT VC)
STOP KICKING MY HEART AROUND (FT VC)
- 2★ 26357 Gray Gordon
DING-DONG! THE WITCH IS DEAD (FT VC)
IF I WERE KING OF THE FOREST (FT VC)
- 3★ 26348 Alec Templeton
MAN WITH NEW RADIO (piano N)
HAZY AND BLUE (piano FT)
- 3★ 26349 Hal Kemp
CRYING IN MY DREAMS (FT VC)
LOVE GROWS ON THE WHITE OAK TREE
(FT VC)
- 4★ 26350 Gray Gordon
LING'RING ON YOUR DOORSTEP (FT VC)
IT'S FUNNY TO EVERYONE BUT ME (FT VC)
- 3★ 26351 Larry Clinton
TWILIGHT INTERLUDE (FT VC)
THE LAST TWO WEEKS IN JULY (FT VC)
- 4★ 26352 Victor Symphony Orch.
CARMEN—PRELUDE TO ACT I.
CARMEN—ARAGONAISE

WURLITZERS

412—Plain	\$ 37.50	616A	\$ 82.50
412—Grille	42.50	616—with top and bottom light-up grille	109.50
12-record Jumbo Model.....	50.00	Model 24.....	149.50
Sold for \$425.00			
Radio Rifles — \$57.50 — Works with Films			

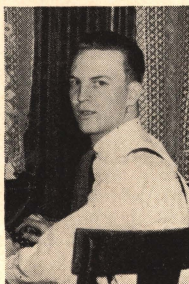
ALL OUR EQUIPMENT — A-1 CONDITION

KEMO NOVELTY CO.

1119 So. 16th St., MILWAUKEE
Wisconsin Distributors

In St. Louis

with
ROBERT LATIMER



The sympathies of operators in Missouri and Western Illinois; in fact, the entire middle-west territory, are being extended to the family of Herman Tipton, one of St. Louis' most popular young phonograph operators, who died in a St. Louis hospital September 6th of pneumonia, after only a few days' illness. Tipton, who had been concerned in phonograph operation in the Missouri territory only since 1937, was 36 years old, and was president of the Le May Distributing Company here. Mrs. Herman Tipton and his brother, Roy Tipton, are planning to carry on Tipton's route and phonograph distribution business.

Everybody in the industry is home from a vacation of some sort, a resumé of operators' summer experiences proved. Vincent Sieve, phonograph operator in St. Louis, topped all his associates with a long tour of Mexico, and reports that slot-machine trade in that country beats anything the United States has ever seen, except "that they don't make any money down there." (?) Mark Hanna sailed the Gulf of Mex-

ico with operator-friends from Biloxi, Mississippi, and reported back to his East St. Louis phonograph office with a prize tan.

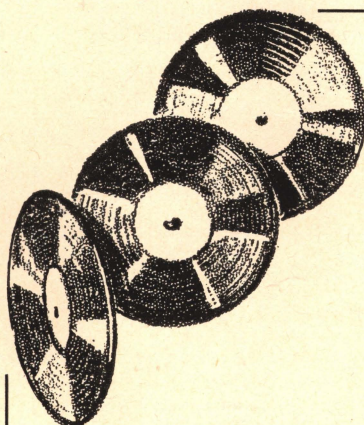
Phonograph operators of St. Louis were treated to one of the outstanding parties of the year when the annual Wurlitzer Party was given at the Statler Hotel early in September. Martin Balensiefer, Wurlitzer distributor, was one of the official hosts of the entertainment, which featured representatives and officials of the Rudolph Wurlitzer Company as speakers. A few problems such as color design, route management and music interest were brought up; otherwise the boys pitched in and had a good time.

Hardy Schneider, president of the East St. Louis Association of Phonograph Operators, reported his organization operating smoothly through the summer months, and highly pleased with business for the same period.

A special meeting of the Associated Phonograph Operators of St. Louis, Martin Balensiefer, executive secretary, was held September 5th to consider winter association activity and several important new problems which have cropped up during late months. Eight new members were formally welcomed to the organization, and reports on progress toward complete coverage were given. All veteran operators of the city and county are now members, with only a few phonograph men still "outside the fold."

Pinball, vendor and general amusement machine operators are back in association swing with the first meeting of the Missouri Amusement Machine Operators' Association.

(See ST. LOUIS, Page 36)



Records that "CLICK" by DECCA

- 2756 THE JUMPIN' JIVE
The Andrews Sisters
- 2672 OVER THE RAINBOW
Judy Garland
- 2732 SOUTH OF THE BORDER
Ambrose and His Orchestra
- 2494 EL RANCHO GRANDE
Bing Crosby

- 2671 WHAT'S NEW
Bing Crosby
- 2640 AN APPLE FOR THE TEACHER
Bing Crosby & Connie Boswell
- 2707 ADDRESS UNKNOWN
The Ink Spots
- 2626 START THE DAY RIGHT
Bing Crosby & Connie Boswell

DECCA RECORDING CORPORATION

Los Angeles
108 E. 17th St.

Seattle
3131 Western Ave.

San Francisco
35 Stillman St.

Honolulu, T. H.
1025 Alakea St.

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COIN
MACHINE
REVIEW

Associated Phonograph Operators of Harris County, Texas.

President—F. S. CLANCY; Vice-President—SAM AYO; Treasurer—LESTER HEARN; Secretary—W. A. NIEMACKL; 518 Anita Street, Houston, Texas.

By JOHN G. WRIGHT

On the evening of September 21st, the Associated Phonograph Operators of Harris County held a short business session, followed by a social meeting. It was the first meeting of the new organization, which is composed of operators who were members of the recently disbanded Music Operators' Association, Inc., of Houston.

William H. Scott, prominent local attorney, was guest speaker. Scott mentioned the fact that all trades and professions, such as bankers, doctors, lawyers and mechanics, are organized, and pointed out the absolute necessity of organization for the business of phonograph operating. In closing, he gave organization all credit for the high and respected position music operating now holds in this section of the country. Decent wages for all employees, elimination of outside loud speakers, and banishment of obscene records were some of the specific benefits mentioned.

The new organization has the same membership, officers, and committees as the Music Operators' Association of Houston.

It is different only in three respects: All of Harris County, instead of only the City of Houston, is included; it is not incorporated, and each individual operator or firm will sign a separate union labor contract with employees. Associated Phonograph Operators of Harris County members will continue to employ 100% union labor. ♦

Bartender Arrested As Slug Suspect

LOS ANGELES.—Police arrested Kenneth McCullough, 34-year-old bartender, October 4th charging him with manufacturing 2000 lead slugs. Before Municipal Judge Curtis he was ordered to face Superior Court trial on charges of committing a petty theft after a prior conviction for the same offense.

McCullough was arrested last September 25th after the manager of a Wilshire Boulevard cafe told police he found a dozen slugs in an automatic cigarette vending machine. ♦

Grandma: "No, Eleanor, not another story tonight."

Eleanor: "Well, then, grandma, just tell me about your operation."

Thoughtful friend: "My good man, why don't you take the street car home?"

Illuminated one: "Shno ushe. Wife wouldn't let me keep it in the houshe."

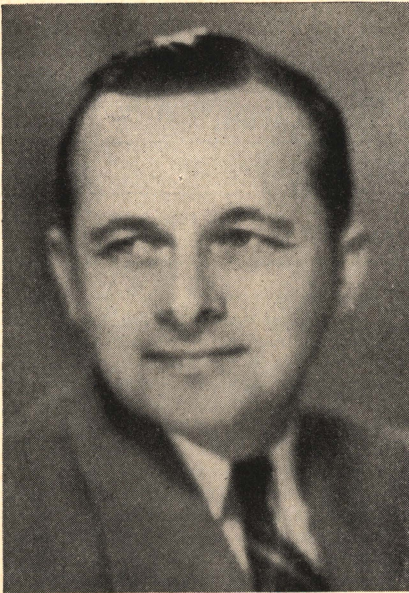
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Subscribers should report any changes in address DIRECT to us. The Post Office Department will no longer permit the delivery of mail incorrectly addressed and second class mail will NOT be forwarded. NOTIFY US at once of any error, or change, in your address.

COIN MACHINE REVIEW

1113 Venice Blvd.

Los Angeles



I wish to extend my congratulations and thanks to the Authorized Wurlitzer Distributors in California who have helped to make September one of our Banner Sales Months in this district . . .

And to the hundreds of Wurlitzer operators who have made this sales record possible.

Whether your business as an operator is direct with this office or through our Authorized Distributor it is highly appreciated and I thank you and assure you of my cooperation.

W. E. SIMMONS

Representing

The Rudolph Wurlitzer Company

1025 N. Highland Ave.

Hollywood, Calif.

Tommies March to New War Song

LONDON.—According to Andy Whitehouse of *Down Beat* a quarter of a century ago British "tommies" marched off to the front singing this ditty:

We licked you on the Marne,
We licked you on the Aisne;
We gave you hell at Neuve-Chapelle,
And here we are again!

But it's a different story in 1939. Thousands of soldiers and members of the Royal Air Force have jumped onto a new tune—an American one if you please. It's the "Beer Barrel Polka."

And everyone in the United Kingdom is singing it. ♦

New Display Offered To Boost Take

INDIANAPOLIS.—Designed to increase the take on Wurlitzer phonographs is a new Aurora Light Display being offered operators by Gritt, Inc., local manufacturers.

The Display is a set piece to be mounted atop the phonograph. The lettering in cabinet panel reads "Strike Up The Band With Wurlitzer" and is a constantly changing medley of interwoven colors in red, blue, green and yellow. Through prisms in glass face, the colors flash in a jeweled effect. A soft light is thrown upward illuminating a clever sign reading "Your Favorite Band at Your Command. Make Selection. 5c." ♦



Luxury Lightup business is rushing and the boys are taking a "breather". From left to right: D. M. Wertz, Rock-Ola district manager; Johnny Welch, northwest operator. Lester Beckman, joint owner of Coast Amusement Company, Portland, Ore., and Rock-Ola distributor; sitting on truck. Bob Allen, the other partner at extreme right with Bud Alvertson standing next to him.

In Texas

with
JOHN G. WRIGHT



There are several lady operators in the country, but we know of only one who can, and actually does, do everything connected with the business, such as servicing machines, installing wall boxes, and such. That outstanding person is Operator Mrs. Zoe Johnson, wife of Operator B. F. Johnson, of Houston.

Just how efficient Mrs. Johnson is at installing wall boxes was demonstrated recently when she and a male operator each bought exactly the same number of Wuritzer wall boxes for practically the same type locations. The male hired two men to install his boxes. Mrs. Johnson tackled the job alone and did it in less than half the time of the other operator. Furthermore, she only had one bit of trouble, which she quickly corrected by referring to factory installation specifications. The male workmen had more grief. The male op, being a good sport, gave permission to have his name used, but we declined. He remarked that next time he had such a job he would attempt to hire Mrs. Johnson.

Mrs. Johnson modestly admitted that she was equally good on outside speakers, trouble shooting, electrical work and the rest. Finally, lest an impression of a large, coarse-voiced, mannish looking person be formed, we hasten to add that the lady is smaller than the average, soft spoken, attractive, and with the slender, capable hands of a musician or expert mechanic.

Houston Music Operators have some interesting hobbies. Ernest Gates is an amateur collector of stamps and coins. His stamp collection is especially large and has a value totaling hundreds of dollars. Jake Zoeller is another stamp collector. Formerly a professional and active in the local collectors' association, Jake now seeks the rare ones purely for pleasure.

Fred McClure likes home buildings, im-

provements, conveniences and the like. He reads all trade papers along those lines and is constantly on the lookout for new publications. Bill Peacock, not a heavy drinker himself, specializes in mixing drinks. He really can do things to a coco-cola. Nick

Angelo raises and trains fighting game chickens. Lester Hearn, formerly a traveling salesman, likes to go on long automobile trips just to be getting over the country. Harry Armer and Jess Porter have an eye for snappy photos and each have a sizeable collection.

Miracle Point

THE
PHONOGRAPH NEEDLE
WITH AN
"EAR FOR MUSIC"

★ ★ ★
ASK YOUR DEALER
FOR *Miracle Point* NEEDLES

M.A. GERETT CORP.
2947 NO. 30TH STREET ★ ★ ★ MILWAUKEE, WISCONSIN

Don't Buy Victor International Records

if you want to lose money

BUT

IF YOU REALLY WANT TO MAKE MONEY (Lots of It)

As you did with V710 (Beer Barrel Polka)

Here Are a Few Good Suggestions:

GLAHE MUSETTE ORCHESTRA

- V-710 BEER BARREL POLKA
HOT PRETZELS
- V-722 JELLY-ROLL POLKA
WPA POLKA
- V-723 SHORE LEAVE KISSES
SAILOR'S DANCE
- V-724 DOPEY POLKA
BANANA SPLIT
- V-725 LOW DOWN
PLAY ME
- V-731 PICK ME UP
GUESS IT
- V-733 KICKING UP
HUMDINGER
- V-714 EMILIA—POLKA
CLARINET POLKA IN WALTZ
TEMPO L. Duchow Orch.

- V-726 WHOOPEE
SUZETTE DePrince Orch.
- V-727 HELENA POLKA
HI TOOTS! Walter Grabek Orch.
- V-728 HAPPY LITTLE CHAPPIE
STUDENTS' MARCHES De Geczy Orch.
- V-729 SWING POLKA
OUR OWN POLKA Eddy Terley Orch.
- V-730 GET TOGETHER POLKA
PEANUTS, POLKA Silver Bell Orch.
- V-732 HULA HULA
PARISIAN NIGHTS DePrince Orch.
- V-734 UPPERCUT
IT'S YOUR FAULT S. Erwin Orch.
- V-735 TA TA TA, POLKA
HARASHO, Russian Polka Montmartre Orch.

Order From Your Local Victor Distributor

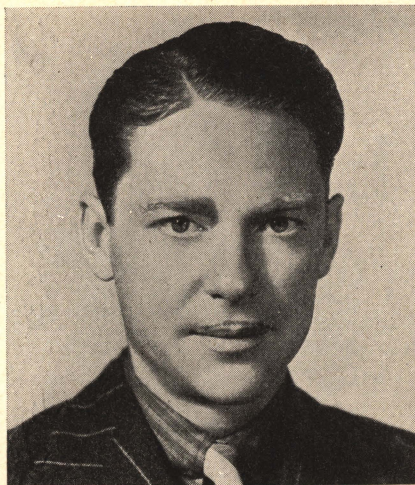
We Invite Your Comments and Suggestions

STANDARD PHONO CO.

168 W. 23D STREET

NEW YORK CITY

33
COIN
MACHINE
REVIEW



Seeburg's Jean Minthorne

Congratulations to the "OPERATORS OF THE MONTH" who have purchased

Seeburg's

REMOTE CONTROL

Congratulations to the "OPERATORS OF THE MONTH" with the foresight to purchase SEEBURG'S WIRELESS WALL-O-MATIC and SEEBURG'S WIRELESS ILLUMINATED PORTABLE PLA-BOY. All of these latest devices are in the Marbl-glo finish and walnut.

Congratulations to these operators who are experiencing these unbelievably high revenues.

Carloads of units have been installed in Southern California and Arizona already. Be among the first to own them and to be able to offer them to the best locations. REMEMBER Seeburg's new Remote Control equipment is manufactured in two styles: one with wires and one without wires.

ONLY SEEBURG HAS THE COMPLETE REMOTE CONTROL EQUIPMENT FOR INSTALLATIONS WITHOUT WIRES OF ANY KIND. LET US TELL YOU MORE TODAY!

E. J. Mape Music Co.

JEAN MINTHORNE — Branch Manager

1517 West Pico Blvd.

Los Angeles, Calif.

WATCH FOR THE SAN DIEGO OPERATORS OF THE MONTH IN NOVEMBER

Ops Get New Profits In Counter Models

SAN ANTONIO — "The counter model phonograph is gaining in popularity by leaps and bounds," says Ken Wilkinson of the United Amusement Co. Wilkinson, who is Rock-Ola distributor for Luxury Lightups in this territory, says the current swing to the counter model is particularly interesting in view of the fact that when they made their appearance there was some reluctance among operators to give them the same acceptance as the larger models. The appearance of the new Rock-Ola Luxury Lightup Counter Model had a lot to do with changing reluctance into enthusiasm in Wilkinson's opinion. "With this new model it was possible for the first time to offer all location owners—even the smallest—all the performance of the larger models.

"As a result," continues Wilkinson, "operators have found it extremely profitable to fill in the gaps on their location routes. Where formerly they were content to place large models in the larger taverns, hotels, restaurants, etc., now they stop at the smaller in-between spots too. Naturally with new fields wide open for new business with virtually every small bar, cocktail lounge, cafe, drug or confectionary store an A-1 prospect for the new counter job—it's a cinch that operators are going to find the phonograph field more profitable than it's ever been before."

Wilkinson goes on to comment that in many cases, these smaller spots with their continuous day-in and day-out traffic assure a play for the counter models that approaches and often passes that given the big models in the big spots. ♦

In Passing

• •

"I've been thinking it over," said the husband, "and I've decided to agree with you."

"That won't do you any good," said the wife. "I've changed my mind."

• •

Brown: "So your son had to leave college on account of poor eyesight?"

White: "Yes, he mistook the dean of women for a coed."

• •

A salesman was rattling along a country road in Tennessee, when he came to a ford. A negro was standing by the little stream where some ducks were swimming. The salesman said: "Can I get through the creek with this car all right?"

"Yes, suh, drive right through."

The salesman, thus encouraged, drove into the stream, only to find that the water was so deep that it flooded his engine. He and his companion had to get out into the stream with the cold water up to their armpits and push the car to the bank.

The salesman turned and said: "What do you mean by telling me that I could drive through that creek?"

"Well, boss, I never knew dat water was so deep. It only comes half-way up on my ducks."

• •

A wife paid a surprise visit to her husband's office, and, creeping up behind him, put her hands over his eyes.

"Guess who it is?" she asked gleefully.

"Stop fooling," was the reply, "and get out those letters."

In Philadelphia

with

HARRY BORTNICK



Business in the coin machine and phonograph operating profession has been quite good during the summer months. Not only in the Philadelphia sector but also among the summer resort cities there has been a good turnover of pennies and nickels. Local operators who own arcades report that business was greatly ahead of last year. Sam Lerner, Al Rodstein, Frank Engel, Marty Mitnick and Cy Glickman are the men who have profited most from an improved arcade business.

Matrimony among the coin machine operators seems to have become quite a vogue for two operators and a prominent distributor will take the vows that make two as one in less than a month. Sam Stern will be married to Eleanor Frankel on October 22. As a sort of early celebration Sam opened new and large quarters for his operations at 13th and Spring Garden Streets. Eddie Balin will say "I do" at the Hotel Adelphia on October 22 when he makes Dorothy Dion his bride. And distributor William Gross will end his bachelorhood on October 15 when he marries at the Hotel Adelphia.

Just to make it complete Syd Silverman,

pretty bookkeeper for K. C. Vending will shortly be married, while Dorothy Kaplan, gorgeous office manager for Larry Yanks, is now sporting a wedding band and is being addressed as Mrs. Allan Bell.

After accumulating a sizeable fund from their friendly games together the group of regular card players consisting of distributors Joe Ash and Al Widrow and operators Sam Moss and Phil Frank are finally going to the World's Fair in New York with the "kitty" fund which is the profits from their games over a long period.

Sam Lerner has paid off all the notes on his music machines, he says, and is now complete owner of all the machines which he operates. His witty wife, Dorothy, is undoubtedly one of the most popular women among the operators.

Kulla and Scherdorf, partners, have recently increased their holdings until they are among the largest operators in this area.

Handsome Al Rodstein opened a business office at 561 No. 5th Street. His operations have become so large that he has found it necessary to have a full-time secretary and headquarters from which to run his affairs. Al is now handling cigarette machines in addition to his other operations.

A phonograph which has really started a great deal of discussion among operators is the Penny Phono, ingenious phonograph product of the Cinematone Corporation of California. The presence in this area of Kenneth McIntosh, who is the Pennsylvania distributor for Penny Phono, aroused greater interest in the machines. The announcement that Fields and Murphy have been appointed distributors in their county brought many queries regarding other territories for which the franchise on Penny Phono could be secured. McIntosh will find a great demand for machines in Philadelphia once he places the machines on sale to local operators.

Local operators are preparing to make the second installment payment on the mercantile taxes due upon their machines. The arrangements are being handled by counsel Harry Wexelblatt, who is collecting the payments and turning them over to the local authorities, who in turn act as collecting agents for the State Revenue Department.

New members of the local Coin Machine Operators' Association are: Norman Bell, Al Cohen, Harry Lewis and Morris Muchnik. These men are new operators and have cooperated with the trade by affiliating with the business organization and adhering to the intelligent business idea that they should solicit new locations, rather than use unethical business methods. Congratulations to them on joining the Association.

Lillian Cutler, efficient office manager of the Philadelphia Coin Machine Association business office, returned this month from a pleasant and well earned vacation which she spent camping in New York State.

Activity in the Pennsylvania State Operators' Association is scheduled to begin next

month with a strong legislative committee slated to start the work of contacting local organizations so that a strong and united front may be presented for the next meeting of the Legislature. It is hoped that plans will have been completed by the time the legislators come together to secure the passage of laws more beneficial to the industry than those now governing operators.

The Cigarette Vendors' Association of Eastern Pennsylvania and New Jersey held their first regular meeting in three months when the members gathered in the offices of attorney and secretary Norman Fuhrman on Tuesday, September 19. This meeting was highlighted by much discussion regarding the effects of the recently adopted by-laws which now regulate the affairs of the Association, and about which this column of THE REVIEW has carried much information.

Opinion of the membership was that the by-laws have greatly improved conditions among operators and have eliminated many difficulties which had annoyed the men. Cooperation among the membership has been of a particularly high order during the summer with no controversy going before the grievance committee. A membership drive will be started during the next month, with the intention of enlisting the few remaining independent operators.

The South Jersey Amusement Association will shortly hold a meeting in the Plaza Hotel, Camden, N. J., at which time the results of the membership drive will be revealed. Many operators have already joined this revived organization.

The first banquet of the Automatic Music Association of New Jersey, headed by business manager James Hammond, will be held at the Essex House in Newark, N. J., on October 22nd.

The first record of theft of a phonograph machine in Philadelphia was revealed during the past week when a music machine of operator Albert Cook was stolen from location by a negro who brazenly walked in and identified himself as being employed by Cook. He removed the machine to a truck, then disappeared. The case was cleared up, however, when he was captured in Atlantic City after attempting to sell the phonograph to an operator there, and he was promptly turned over to the police.

Ben Sterling, Wurlitzer distributor in the Wilkes-Barre section and secretary-treasurer of the Wilkes-Barre chapter of the Phonograph Operators Association, entertained operators at his annual banquet on October 1st. The affair was held in his large amusement park and everyone had an entertaining and enjoyable time.

William Scott, operator, has purchased the entire route of independent operator Dave Lankua thus again making this section almost a hundred percent Association town.

The Phono-Mike, nickel-drawing phonograph microphone of Economy Production Company, is certainly helping operators increase their collections from locations. ♦

Introducing the New SPECIAL



- ★ Vends Everything—Almonds, Candies, Peanuts, Pistachios, Churns, etc.
- ★ Two-tone Porcelain finish trimmed in Chrome.
- ★ DeLuxe Streamlined Globe (5 lb. capacity).
- ★ Smooth, easy lever type action. Automatic return.
- ★ Adjustable to any portion desired without removing globe.
- ★ Automatic Agitation.
- ★ Interior and Merchandise Chute also finished in porcelain.

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4203 FULLERTON AVE. CHICAGO



BRASS-ALUMINUM

SPECIAL TRADE CHECKS
OR STEEL



**YOUR NAME
and ADDRESS
IS ON
ONE SIDE**

100.....	\$ 3.50	200.....	\$ 5.50	300.....	\$ 7.50
400.....	9.00	500.....	10.00	1000.....	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

ROUND-SQUARE or OCTAGON-Lettered on 2 Sides

35
COIN
MACHINE
REVIEW

St. Louis

(Continued from page 31)

ciation, which was held September 15th at the Melbourne Hotel in St. Louis. Carl Trippe, president of the group, reports that the boys are all financially and physically healthy into the autumn season. City licenses were taken up, against the issuance of the new \$2 per machine city tax licenses which should have been distributed July 1, but so far have not been printed. In paying this slightly heavier tax, the ops have been granted the privilege of trading in the former license with \$1 for a new city tag on their businesses.

Baseball interest, focused by the St. Louis Cardinals' surprising place in the National League, has been of considerable

aid to amusement machines, most reported, due to the huge crowds of out-of-town visitors thronging Sportsman's Park. Tavern and store locations around this part of the city are at a premium, and paying heavy results.

Ten-cent cigarettes are a thing of the past in the St. Louis area cigarette vendors, Dewey Godfrey, the Missouri Amusement Machine Operators' Association legal counsellor, reports—the difficulty of placing three pennies under the cellophane jacket of the pack in order to get the new St. Louis 2-cent city tax was too much for most of the cigarette merchandisers. However, on the sunny side of the ledger, almost every machine is reporting a 75% or better increase on straight 15-cent brands, which has ironed out the tax situation nicely.

Fred Boels, who formerly operated Carl Trippe's penny arcade at Westlake Park, has begun operating a phonograph route at Springfield, Missouri. The arcade pulled very well, this year, Trippe reports, with the accent on amusement "sports" games for the greater part.

George Rowland, president of the Rowland Sales Company, has changed the name of his firm to the Advance Phonograph Corporation. Company offices are located at 4665 Page Avenue.

Catboating on the Lake of the Ozarks is the ideal relaxation from the cares of operating a string of 200 vending machines, Operator Harry Abbott of Wellston, Missouri, believes. Abbott recently bought a luxurious catboat at \$1,000, which takes up each of his weekends.

Ideal Novelty Company reports business on Bally Champions outstanding, with Vogue a close second. Ideal bought a Moto-Scoot glider scooter for its service men in August, and is advertising hot-shot repair service to all locations.

Ten new advertising photos released by the Wurlitzer Company for location promotion through distributors are causing a lot of comment in the offices of Martin Balensiefer at 1300 Market Street. Depicting scenes in milk bars, beauty shops, drug stores, taverns, clubrooms and bus stations, Balensiefer gives his picture gallery credit for giving many ops new ideas for locations. Phonograph distribution was excellent in July, Balensiefer said, and better than April or June.

Utah Marble Operators Forming Association

SALT LAKE CITY—At a meeting held October 6th first steps were taken towards the organization of the Utah Machine Operators' Association.

The purpose back of the movement is to create an organization to cooperate with law enforcement offices towards licensed amusement devices in the state.

Coin machines will be introduced that are played only as amusement devices and these will be regulated by state and local officials and licensed by cities and towns.

The organization is expected to follow a pattern of those that have been successfully operating in other states. Officers are now working on a set of articles and by-laws for the group.

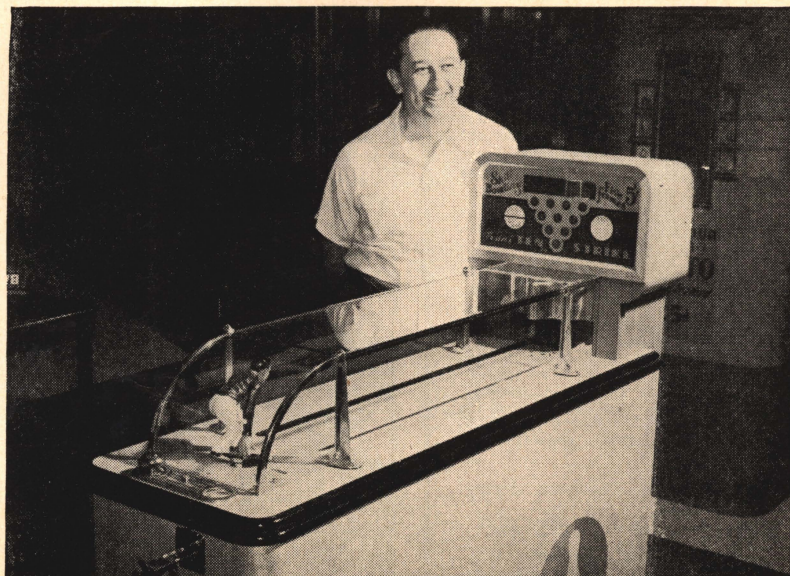
Commenting on the new association the *Salt Lake Herald* said: "The idea behind the recent organization of the Utah Machine Operators' Association is the right one and should be carried on. There is no question but that there are many good coin machines that are not only legal, but justified purely on the grounds of their amusement value. Other states where no form of gambling is permitted have tried them out successfully. There is no reason why they can't work here."

"Many of the newer, high type games are more entertaining than dances and shows to many individuals. There is no gambling connected with them."

White Sails Is Bally's Newest

CHICAGO—Announcing the White Sails 5-ball novelty game, Jim Buckley, general sales manager of Bally Mfg. Company, explained that the game combines the features of so-called "spottem" skill play and the appeal of high-score.

"White Sails," Jim said, "is a simple, speedy game, available in either regular novelty or free-play model. Player simply lights 5 sails by hitting sail control bumpers—that's the 'spottem' skill feature. Then he shoots to build up his award, and receives 1 free game of each bumper hit, after 5 sails are lit and the starting score is reached."



Max Gerber, of Gerber and Glass, Chicago, registers keen delight over Ten Strike, Evans' new bowling game now on location at the Hotel Sherman, Chicago.

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COIN
MACHINE
REVIEW

**NEW
IMPROVED
PEDESTAL
FOR
WURLITZER
61
\$975**

The only stand on the Market that does not detract from the natural beauty of the "61." Precision built throat. Tilt proof. 3 1/4" triple chrome Steel Post. Height 29". Base 19"x19". The base is genuine Porcelain with Rubber Bumpers on the bottom to prevent scratching of the floor and to level the stand.

**ADJUSTO PHONOGRAPH
COVERS, \$8.75**

Attention: Kansas Operators

Our Wichita Office is now open for your convenience. Wurlitzer Phonographs and Parts and a complete line of Coin-Operated Machines in Stock at all times.

**607 WEST DOUGLAS ST.
WICHITA, KANSAS**

Central Distributing Co.

101-105 WEST LINWOOD

KANSAS CITY, MISSOURI

Harry Hoppe Joins Baker Novelty

CHICAGO—Announcement was made here recently of the appointment of Harry Hoppe, well-known coinman, as vice-president of the Baker Novelty and Manufacturing Company.

Hoppe is known to practically every large coin machine operator throughout the world as a result of his years of traveling for various manufacturing firms in the industry.

His joining Baker brings together two outstanding coin machine men and big things are expected in the future. ♦

Alabama Operators to Organize

BIRMINGHAM—At a recent meeting held here amusement machine operators of Birmingham agreed to reorganize their association. A new code of ethics was adopted and officers are to be elected at the next meeting.

The phonograph operators of the city have agreed to fair trade tactics and disputes are being handled by a board of arbitration. ♦

Washington Operators Incorporate

SEATTLE—The Allied Phonograph Operators of Washington, Inc., have received a corporate charter from the state as a non-profit mutual organization. Incorporators were Walter R. Buege, Russell Wachob, William J. Roy, A. R. Kinney and L. D. Hennessey. Headquarters are at 115 West Denny Way. ♦

MUSIC OPERATORS



You need advertising like everyone else. Boost the play on your Phonographs by using Gritt Aurora Light Display. The increased take will pay its moderate cost many times over. It has done exactly that wherever shown on locations.

WE SELL DIRECT TO YOU

and can therefore offer at the new low price of \$3.95 each, F.O.B. Indianapolis. Check with order or C.O.D. as you prefer. Beautiful walnut cabinet; overall dimensions 21"x22"x7"; striking light effects but current cost almost nothing. No radio interference. Can furnish for Wurlitzer, Mills, Rock-Ola or Seeburg.

GRITT, INC., 203 E. SOUTH STREET, INDIANAPOLIS

Anniversary Dinner for N. J. Ops

NEWARK—The first anniversary of the Automatic Music Association of New Jersey, Inc., will be properly celebrated with a banquet, entertainment and dance at the Essex House on October 22nd. A display of machines will also be made.

Jerome Morris, Queen City Amusement Company, is general chairman of the event and promises that a knock-out entertainment program is being prepared for the gala occasion. ♦

Chicago Vending Ops Plan Celebration

CHICAGO—On October 20th the Chicago Vending Machine Operators' Association will celebrate its 20th birthday with a big anniversary dance to be held at the Marshall Square Ballroom, 3113 W. Cermak Road.

The Chicago Association is one of the pioneer groups in the industry and has done much to further organization work in various parts of the country.

The Ballroom can accommodate 1500 people and tickets are being sold at 45c. ♦

Missouri Operators Select Officers

ST. LOUIS—At a special meeting held September 12 the newly organized Cigarette Service Association of Missouri selected the following officers to serve until January, 1940: Abe Jeffers, president; Jerry Clancy, vice-president; Richard Obergonner, secretary, and Morrie Rufa, treasurer.

The Association is composed of every operator of cigarette vending machines in St. Louis and at present is actively at work endeavoring to have the city tax on cigarettes which went into effect on July 1st cancelled. ♦

N. Y. Ops Party Set for November 5

NEW YORK—November 5th has been selected as the date for the second annual banquet of the Automatic Music Machine Operators' of New York. This year's affair will be held at the Waldorf-Astoria. ♦

In

THE REVIEW

for November

1. COIN MACHINE OPPORTUNITIES

Number 6 in this valuable series of interesting and informative articles by Harold S. Kahm, noted business writer.

2. BIG BILL WILLIAMS

Indian Scout, Squaw Lover, Souze and Glamour Man of the Early West. Number 4 in our "Crackpot of the Nation" series.

3. I TALK TO THE WORLD

True experiences of Eric R. Adams, operator of short wave station VE3ALG, Toronto, Canada.

4. 45 YEARS WITH COIN MACHINES

The interesting and fascinating operating experiences of A. H. F. Kruse. Illustrated with photos taken fifty years ago.

5. IN THE SLOT

The "Eagles" look at the coin machine industry and find it serving a great public need.

6. CURIOSITY TOUCH PAYS PHONOGRAPH OPERATOR

True experience of middle west operator who found new gold mine in appealing to curiosity strain found in every person.

plus hundreds of informative news items from all over the globe. MONTH IN AND MONTH OUT . . . look to THE REVIEW for unduplicated news and features.

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The COIN MACHINE REVIEW

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LOS ANGELES

35 E. Wacker Drive
CHICAGO

37
COIN
MACHINE
REVIEW

She was young and unsophisticated. "I understand," she said "that for quite a small sum I can insure my house for \$1,000 in your company?"

"That is so," said the agent. "If your house burns down, we pay you \$1,000."

"And do you make any inquiries as to the cause of the fire?" she asked.

"We make the most careful inquiries, madam," was the reply.

"Oh," she said, in tones of disappointment, "I thought there was a catch in it somewhere."

Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles, California.

COIN COUNTERS

Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

GOODBODY'S

Bargain List is waiting for you. We Buy, Sell or Exchange. GOODBODY, 1824 East Main St., Rochester, N. Y. (ASO)

TOKENS AND CHECKS

We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED

Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (9-40)

COIN COUNTERS

Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. (SS-C)

FOR SALE

500 1¢ Snacks Three Compartment Vendors, like new, equipped with latest adjuster for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. BUREL & COMPANY, INC., 679 Orleans, Chicago, Illinois. (SON-P)

Atlas Slogan Becomes Widely Known

CHICAGO—"Friendly Personal Service" is the slogan of the Atlas Novelty Company, one of the industry's leading jobbing and distributing organizations, and every day more and more operators throughout the United States and foreign lands are learning the true meaning of the three words.

Atlas, capably managed by Eddie and Morrie Ginsburg, has enjoyed a remarkably fine summer business and is looking forward to breaking all sales records during the fall and winter months.

Assisting Morrie and Eddie in the Chicago office is Irving Ovitz.

A family purchased a new dog, recommended to be a super-intelligent animal and well trained in the matter of house conduct.

The first time they left it alone in the house they found the dog on the davenport when they returned. The animal was punished.

The next evening the dog was left alone again in the home. When the family returned, he was sitting in front of the davenport—but the davenport was warm to the hand. So the animal was again punished.

The next evening, left alone again, upon the return of the family, they found the dog sitting in front of the davenport, blowing on it.



SPOT CASH FOR USED GAMES

Want 200 novelty free play Games; also Westerns and Rock-Ola Baseballs. State lowest price, condition. MASSENGILL MFG., Kingston, N. C. (ASO-P)

BARGAINS FROM DAVE MARION

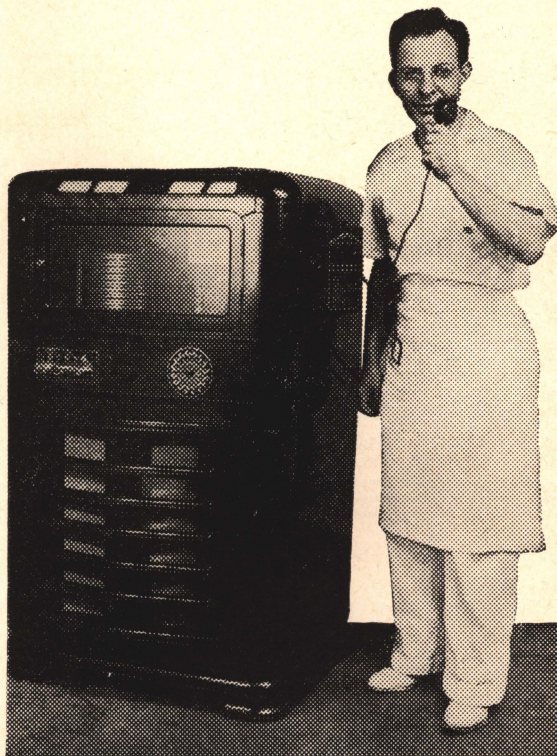
Write for our latest bargain list. We buy, sell or exchange. Largest stock in the Midwest. All machines sold on a money-back guarantee. We carry a complete line of all types of equipment and we always have real bargains. MARION COMPANY, Wichita, Kansas. (12-39)

PROPHYLACTIC

Fifty nearly new twenty-five cent Advance. Some in original cartons. Build a permanent income. Five fifty each. 1322 Lee, Long Beach, California. (SON-P)

FOR SALE

Have 9 Paces Races, brown and gold model, all reconditioned and repainted and re-nickeled, \$85.00 each. 1/3 deposit, balance C.O.D. MARTIN SMITH, 1025 N. Highland, Hollywood, Calif. (O-P)



Billy Reagan, attendant at a favorite Philadelphia night-club, illustrates to patrons how simple it is to use the Phono-Mike, nickel pulling phonograph microphone.

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IMPORTANT NOTICE!

It has come to our attention that infringing "PHOTOFRAMES" are being offered for sale in violation of our Patent and Trademark rights.

Notice is hereby given that suit has already been instituted by the undersigned in the United States District Court for infringement of United States Patents Nos. 1,653,408 and 1,665,605, as well as of trademark registrations No. 362,111 for "PHOTOMATIC" and No. 346,022 for "PHOTOFRAMES," to restrain, among other things, the unauthorized manufacture and sale of "PHOTOFRAMES" and other acts of unfair competition. International Mutoscope Reel Co., Inc., hereby gives notice of its intention to protect its Patent and Trademark rights relating to its "PHOTOMATIC" machines and "PHOTOFRAMES" and for that purpose to vigorously prosecute all infringers thereof.

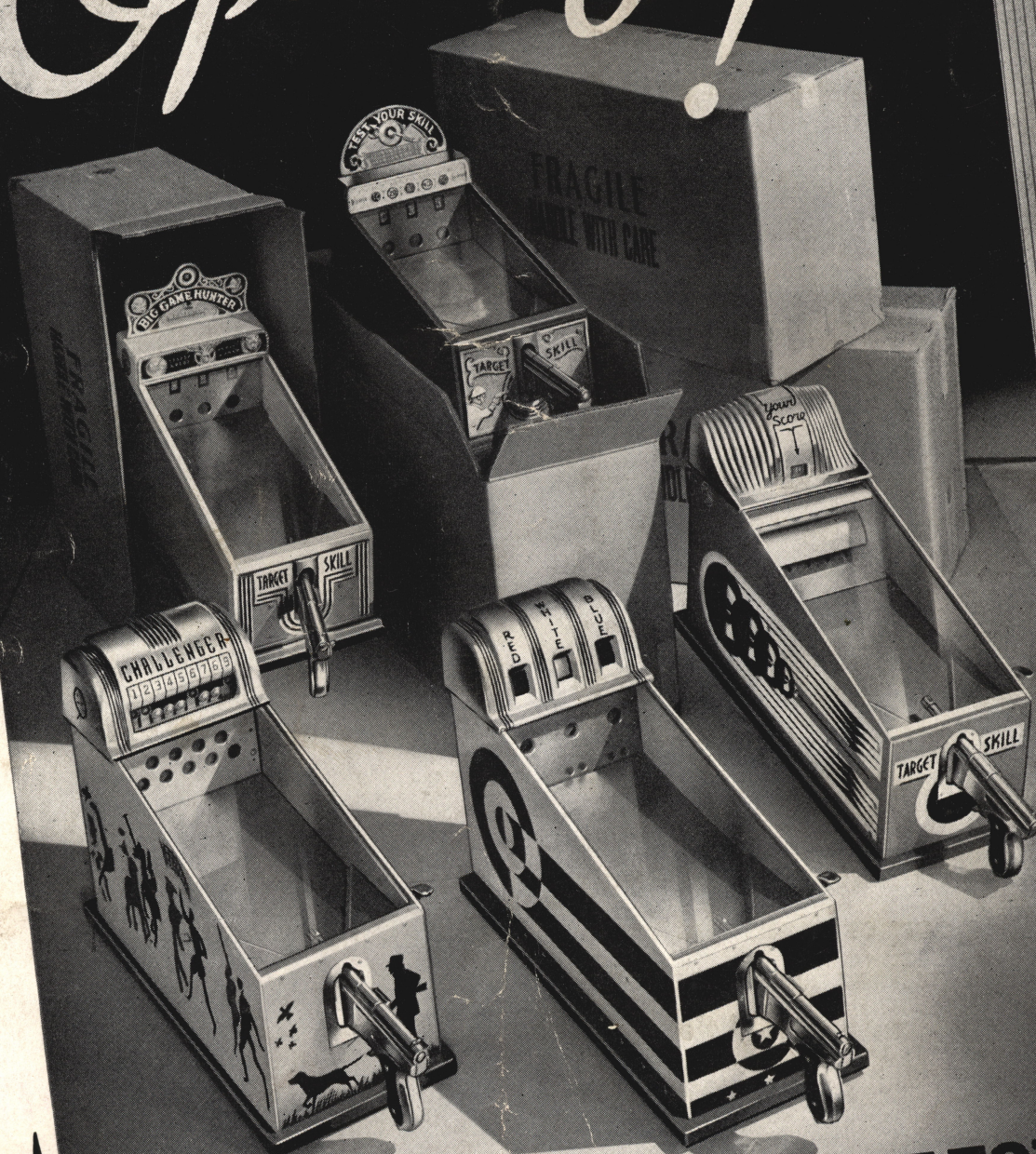
Operators, location owners, and all persons, firms or corporations infringing our rights are subject to actions for injunctions and accountings for profits and damages, and they will be held strictly accountable.

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